

MOTION PICTURE

EXHIBITOR

Plus...

**SHOWMEN'S
TRADE REVIEW**

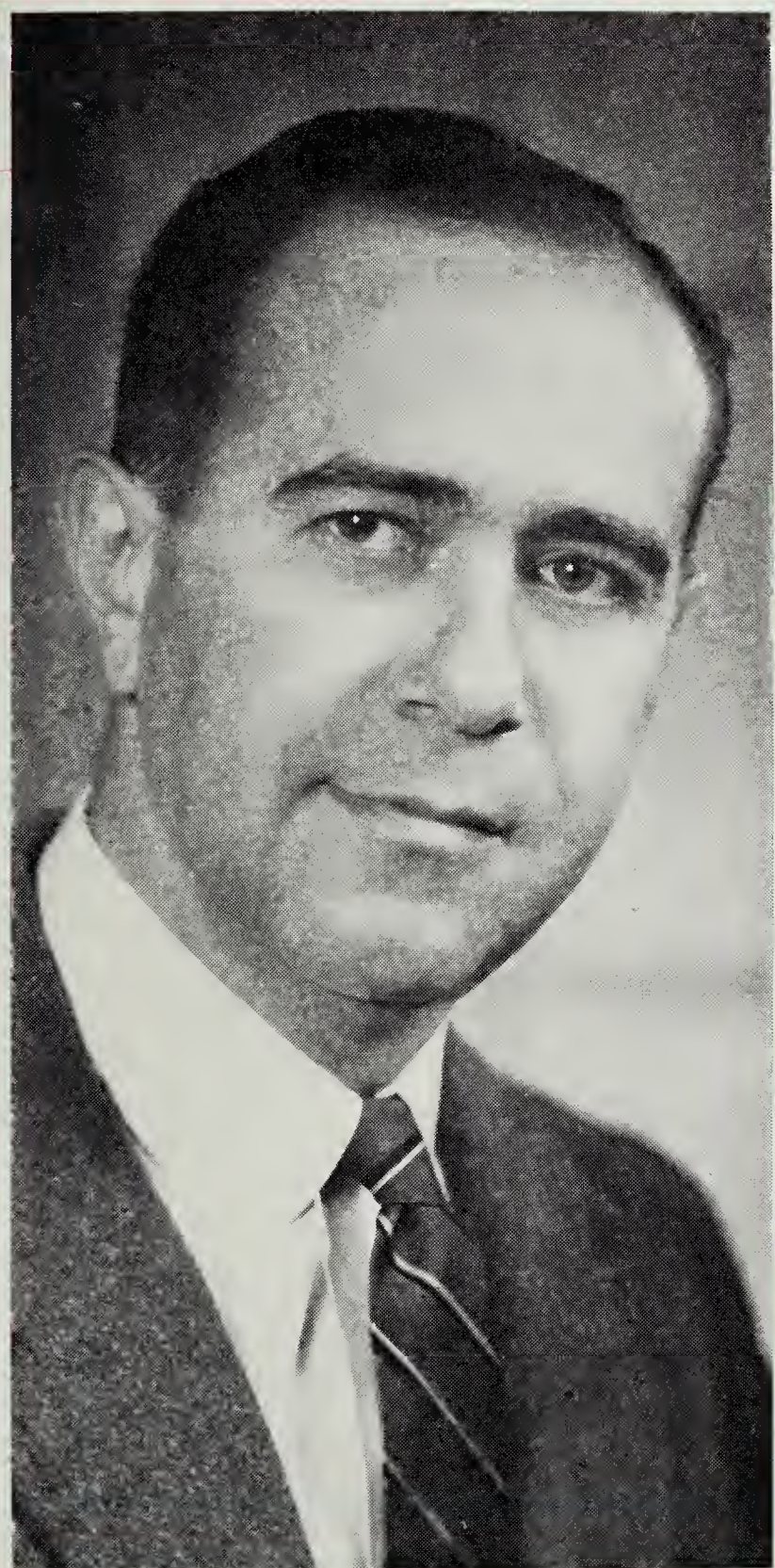
Founded in 1933 by
CHARLES E. "Chick" LEWIS

SEPTEMBER 13, 1961

Volume 66

Number 14

IN THREE SECTIONS • THIS IS SECTION ONE



Fine Cites Three Harmful Trends

(See Page 6)

Physical Theatre— Extra Profits Dept.

Milton London, Michigan theatre owner and National Allied executive director, along with the rest of the Michigan film industry, arranged for motion picture participation in the big Michigan State Fair for the second consecutive year.

How Right You Are, Mr. Mooring . . . see editorial—page 3



*It probes
the
stranger
... the
pick-up
... the
savage
realities!*

20
Century-Fox
presents

**PAUL
NEWMAN**

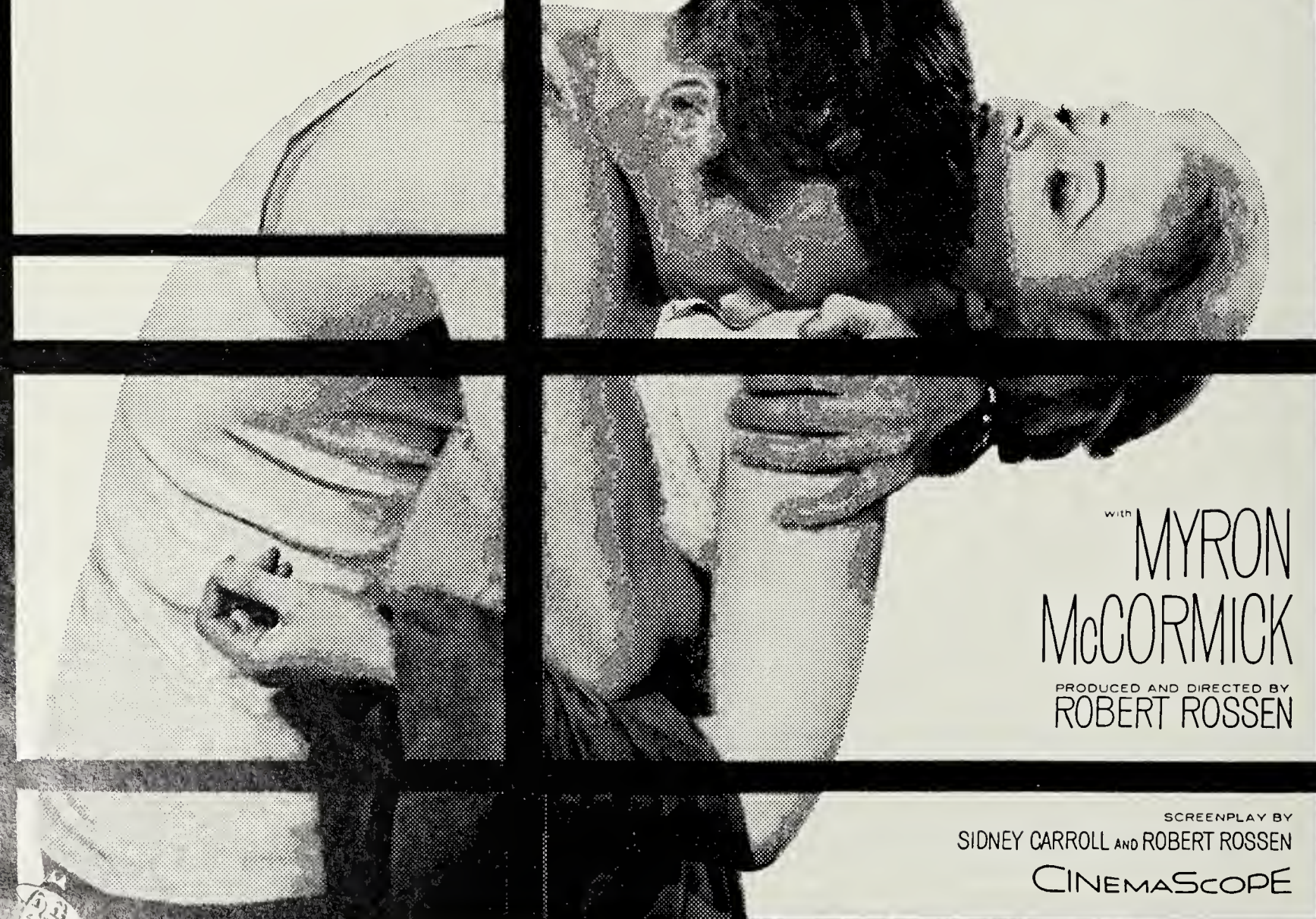
in ROBERT
ROSSEN'S

**THE
HUSTLER**

CO-STARRING PIPER LAURIE
GEORGE C. SCOTT

AND **JACKIE
GLEASON**

as "Minnesota Fats"



with MYRON
McCORMICK

PRODUCED AND DIRECTED BY
ROBERT ROSSEN

SCREENPLAY BY
SIDNEY CARROLL AND ROBERT ROSSEN

CINEMASCOPE



"THE HUSTLER" explodes on the screen this month!

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Volume 66 • No. 14

SEPTEMBER 13, 1961

HOW RIGHT YOU ARE, MR. MOORING

WILLIAM H. MOORING, writing in his "Hollywood in Focus" column in the Catholic press, takes issue with the super-sophisticated film critic who enjoys nothing better than blasting an American-made film and praising some cheaply made, poorly photographed foreign potboiler that will be seen only by a limited audience.

Mr. Mooring says in his column, *"The New York Times critic scoffed at St. Francis of Assisi as a dandified, status-seeking youth somewhat reminiscent of Robert Taylor's Ivanhoe, who for no reason suddenly hears the voice of God . . . and with due regard for spiritual impulse this is not enough to explain St. Francis' subsequent dedication."*

If we may be pardoned a side remark, perhaps the critic in question expected that, as top critic for the New York Times, he should have been asked to be present if St. Francis were really to hear the voice of God.

A further Mooring paragraph reads as follows:

"The anti-religious bias of ultra-sophisticated movie critics

never showed more blatantly than in Time's (July 28) cynical review of 'Francis of Assisi'.

"The film gives nothing," it read, 'of the doubts or, for that matter, the certainties that must torture a man obsessed by God.'

"Taking the popular definition of 'obsessed' as 'haunted or possessed by an evil spirit,' one wonders by whom or what Time's critic was obsessed when he wrote this 'critique.'"

Mooring then goes on with what we consider a telling and intelligent criticism for critics:

"Francis of Assisi," as a technical effort, may not be the best movie ever made, but for many—probably most—people it is far ahead in entertainment interest and spiritual inspiration of the many amoral and immoral movies these same critics recently have lauded as great movie 'art'."

To which we can only add a hearty amen. Neither the New York Times nor Time Magazine knows it all. When it comes to film criticism we often feel they would rather be "smart" than right.

ORGANIZED MINORITIES OR TWO FACED STRATEGY

SO MUCH is heard of so-called "do gooders," who actually seldom see a motion picture, harping on so-called questionable movies, blaming them for all the ills of juvenile delinquency and loss of interest in patronage, etc. We recently witnessed a most disturbing incident.

When "ST. FRANCIS OF ASSISI" was announced as a coming attraction in Harrisburg, Pa., both the Catholic and Jewish clergy came forward with 100 percent cooperation to advise their people to see this important film and entertaining subject.

Over 300 letters were sent to another religious group of clergy, inviting them and their wives to a private showing to see "ST. FRANCIS OF ASSISI," a deeply religious motion picture that was hoped would become a milestone in good,

fine, clean family motion pictures. Its central figure is a Catholic, yet everyone will agree Francis of Assisi is a universal figure.

Of the 600 invited persons—*don't be shocked*—only 31 thought enough of a fine motion picture to attend this highly exploited picture, and at a goodly cost for previewing, let alone the respect due to brother religionists.

Does it pay to listen to these so-called "do gooders"? We think not.

"Screaming" for better pictures, but never doing anything constructively is to be decried in THE STRONGEST of terms, to any group.

From actual experience, this is not the first time that there was such lack of cooperation.

LIKE A BREATH OF FRESH AIR

LAST WEEK, Si Fabian and Sam Rosen, Stanley Warner executives, provided the motion picture industry and exhibition in particular with a badly needed breath of fresh air.

We refer to the courageous opening of the breathtaking new Cheltenham Theatre, 10 miles outside of Philadelphia. This is billed as America's newest and most beautiful suburban theatre, and more than lives up to that description.

First, theatre patrons have a spacious parking area able to handle 5,000 cars. The theatre itself is an air conditioned de-

light, featuring a 60 by 25 foot screen and projection facilities for any film in 35 or 70 mm. The 1,200 rocking chair seats are staggered for maximum viewing comfort. In both design and execution, architect Drew Ebersson has outdone himself.

Every exhibitor who can possibly arrange it should visit this remarkable showplace. It is guaranteed to give any industryite a lift. Another bow to Frank J. Damis, area zone chief, and his staff for a top flight presentation of the opening festivities.

SUCH A TINY DOG TO RECEIVE SUCH A BIG CAMPAIGN



SATURATION TV ON BOTH NATIONAL & LOCAL LEVELS!

- The first motion picture to be given extended promotional coverage on NBC-TV's most important new Fall show — "Walt Disney's Wonderful World of Color" (Every Sunday Night)!
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OCTOBER-NOVEMBER

WALT DISNEY'S *Greyfriars* BOBBY

STARRING DONALD CRISP · LAURENCE NAISMITH · ALEX MACKENZIE · KAY WALSH
Associate Producer HUGH ATTWOOLL · Directed by DON CHAFFEY · Screenplay by ROBERT WESTERBY · From story of Greyfriars Bobby by ELEANOR ATKINSON
Released by BUENA VISTA DISTRIBUTION CO., INC. · ©1961 Walt Disney Productions

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NEWS CAPSULES



FILM FAMILY ALBUM

Gold Bands

Dorothy Ann Weshner, daughter of Mr. and Mrs. David E. Weshner, married Charles H. Kanzer at New Rochelle, N. Y., Aug. 30. The bride's father is well-known producer's representative.

Obituaries

Actor Charles Coburn, 84, who was reported to have had the longest continuous career of anyone in show business, died last week in Lenox Hill Hospital, New York City.

William E. Danziger, 60, well known industry publicist, died of a heart attack in New York City. He began his career in the Cincinnati Inquirer, and thereafter was associated with Balaban and Katz and at various times worked for many of the major film companies.

Freda Prager, executive secretary for 16 years to A. Schneider, president, Columbia Pictures, died last fortnight.

Col. Affirms Trailer Stand

NEW YORK—Declaring that there was no present possibility of Columbia reconsidering its re-entry into the trailer and accessory field, A. Montague, executive vice-president of Columbia Pictures, has issued a formal reply to Marshall H. Fine, Allied States Association president. "We shall continue to manufacture and distribute our own trailers and accessories as long as we know that there is a large group of exhibitors who want us to do so," Montague said. Fine had offered to act as mediator in the dispute between Columbia and National Screen Service on the handling of accessories and trailers.

Montague declared, "We believe ourselves capable and qualified to render better service through our existing 31 branch offices than can any other service facility operating in only 50 percent of these cities."

Montague pointed out that Columbia does not accept Fine's statement that "our re-entry into the trailer and accessory field represents a double expense to many exhibitors." He declared that "no exhibitor must pay for any material he does not want, does not need or does not use. Resistance to pressure of this kind will, we are sure, eliminate this problem once and for all."

Penna. Appeals Censor Ruling

WASHINGTON—The U.S. Supreme Court has been asked by the State of Pennsylvania to review the decision of the Pennsylvania Supreme Court invalidating the Pennsylvania censor law. The state contends that the decision to knock out the censor law is in violation of the high court's recent ruling okaying prior censorship.

There is no precedent, the appeal says, for a ruling that no motion picture can be reviewed by a censor board before its initial exhibition.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., SEP. 11

Youngstein, Mochrie Vote For New Talent

CHATHAM, MASS.—At the 30th annual convention of the Independent Exhibitors, Inc., and Drive-In Theatres Association of New England, Max E. Youngstein, United Artists vice president, and Robert Mochrie, MGM general sales manager, urged exhibitors to support new acting talent, to work together, support people like Spyros Skouras, and find a way to share each other's risks.

Youngstein said exhibitors must give young talent the green light in their theatres or face "mass suicide." He questioned whether exhibitors felt that production can take the risk of making \$2 million or \$3 million pictures without exhibition itself taking some.

The industry is sick, he noted, adding that it is in real trouble unless it has the guts to face its problems.

"In five years the product from Hollywood dropped 50 per cent, the most unhealthy situation in the world," he continued, saying that United Artists is now set for 28-30 pictures a year. As to his own plans after his resignation from UA, he wants "to be associated with a company that needs my manpower, or start a new company that can release 25-36 pictures a year."

Mochrie also urged the exhibitors to give "decent playing time to pictures pushing new faces because in a couple of years they are going to mean money to you."

He reported that MGM is working toward having seven top roadshow films that can be re-released from time to time such as "Gone With The Wind." "We want to come up with 18 major films a year plus five or six releases of films made by other companies. We will have two releases a month."

Edward W. Lider, president, IENE, opened the business meeting attended by over 200 at Chatham's Bar Inn at Cape Cod.



Ground was broken recently in Glendale, Arizona, near Phoenix, for construction of a deluxe drive-in by National Theatres and Television, Inc., and taking part in the ceremonies were, left to right, Ernest Sturm, district manager; Robert W. Selig, general manager; William H. Thedford, Pacific Coast division manager; Ralph Vaughn, Meridian Construction Company; superintendent; and Glendale Mayor Byron Peck. Looking on is Dick Smith, Phoenix City manager for Fox West Coast Theatres.

Exhibitor Exploiters To Outline Campaigns

NEW ORLEANS—Theatre advertising, publicity and exploitation directors will present campaigns on November and December releases of the major film companies, at the 14th annual convention of the Theatre Owners of America, at the Roosevelt Hotel on Oct. 8-12, it was announced by Albert M. Pickus, TOA president.

This will be the first time in TOA's existence, Pickus said, that theatremen will present selling campaigns on major films at an exhibitor meeting. While the participating film companies will work closely with the theatre ad men, the actual presentation will be by the exhibitors. The program is scheduled for the second day of the convention, Tuesday morning, Oct. 10.

He said the following companies had offered these films for presentation:

Columbia, "Sail a Crooked Ship," a December release; 20th-Fox, "The Comancheros," a November release; MGM, "Bachelor in Paradise," a November release; Warners, "Susan Slade," a November release; United Artists, "Pocketful of Miracles."

The exhibitors will utilize visual and aural aids, such as trailers, radio spots, TV spots, and slides of ads to present their campaign, from a theatre view-point on how to sell the picture. Kits will be prepared on each picture, so that the theatremen attending will have tangible material on each forthcoming film to take back with them.

David Jones, Kerasotes Theatres, Springfield, Ill., will present the "Sail a Crooked Ship" campaign; an ad man from Interstate Theatres of Texas the campaign on "Comancheros"; and Sy Evans of Schine Theatres the "Susan Slade" campaign.

Kermit Carr, head of Paramount Gulf Theatres of New Orleans, and one of the co-chairmen for the convention, will be chairman of the session.

U-I Net Down From '60

NEW YORK—Universal Pictures Company, Inc., reports for the 30 weeks ended July 29, consolidated net earnings from operations of \$2,284,782, after a provision of \$2,070,000 for federal taxes on income. After dividends on preferred stock such consolidated net earnings amount to \$2.45 per share on 888,390 shares of common stock outstanding.

For the 39 weeks ended July 30, 1960, the company reported consolidated net earnings from operations of \$5,204,224, after a provision of \$5,280,000 for Federal taxes on income which after providing for dividends on preferred stock amounted to \$5.71 per share on 889,390 shares of common stock outstanding.

T-L Plans Stock Issue

WASHINGTON—The Securities and Exchange Commission has been asked by Trans-Lux Corporation, New York City, for permission to register 250,000 shares for sale to the public at a price to be set forth later in an amendment to the statement.

The company would issue 150,000 of the shares and the other 100,000 would be sold by Harry Brandt, a director.

Allied's Fine Cites 'Harmful Trends'

Unrealistic Sales Terms, Exclusive Prior Runs, 16 mm. Competition Hit In Letter To Sales Heads

DETROIT—At the last meeting here of the board of Allied States, President Marshal H. Fine was instructed to send out two sets of communications, which he has done.

The first is to all general sales managers of distribution companies, and deals with three topics.

The letters are prefaced by a statement that Allied is motivated by a sincere desire to help the industry, and that in no sense are observations to be construed as censure. All three of the "harmful trends" dwelt upon have in common one theme, i.e. they "are needlessly depriving distribution, exhibition, and production of desperately-needed revenue."

The first subject is that of what Fine terms "unrealistic contract terms of 50-60 per cent on percentage engagements." When such contracts are adjusted, there is waste of "time, money and manpower" for all concerned. He states he believes in the ability of sales executives to work out a sensible formula in the first place.

The second concerns extended exclusive prior runs. These, he holds, deprive the majority of the public from viewing attractions shown under such policy, as well as a majority of theatres from sharing in the revenue. Likewise the distributor does not fare as well. In addition, it destroys the pattern or orderly release and also "destroys the image of motion pictures as mass entertainment. . . . We must never forget," added Fine, "that the motion picture industry is basically and unalterably a medium of entertainment for the masses."

In passing, he also remarked that a substantial increase in admission prices for the blockbusters actually results in smaller total grosses.

Unfair 16mm competition was his last point. Particularly in focus were fairly current attractions with big name stars. Fine told the sales managers such prints, which were "cheapened and degraded by blatant advertising," competed with their own releases, and when shown in ball parks or auditoriums open to the public at little or no admission, left empty theatres playing percentage pictures.

In letters to Abe Montague, Columbia executive vice-president, and Burton E. Robbins, president of National Screen Service, he offered Allied's good office to help resolve the dispute on trailers and accessories Columbia is now distributing directly. The current controversy, he wrote, hurts all and helps none.

Recipients of the letters on the three "harmful trends" were Maurice R. Goldstein, Allied Artists; Rube Jackter, Columbia; Irving Ludwig, Buena Vista; Robert Mochrie, Metro-Goldwyn-Mayer; Jerome Pickman, Paramount; Glenn Norris, 20th-Fox; James R. Velde, United Artists; Henry H. Martin, Universal; and Charles Boasberg, Warner Bros.

Pathe Names Altholz

LOS ANGELES—Milton B. Altholz was appointed assistant to Bud Rogers, president of Pathe-America Distributing Co., Inc.

It's Finally Official; Youngstein Quits UA Team

NEW YORK—Max E. Youngstein recently officially confirmed what he believes to be one of the worst kept secrets in the history of the motion picture industry, namely that effective as of Jan. 1, 1962, he will resign as vice-president and member of the board of directors of United Artists Corporation.

Effective as of the same date, Youngstein will also resign as president of United Artists Record and Music Corporations, as well as all other positions he holds with any and all subsidiaries of the parent company.

Fox Postpones "Story"; Stock Dividend Set

NEW YORK — 20th Century-Fox announced that it will pay a semi-annual stock dividend of two per cent on the corporation's outstanding common stock. The first payments will be made on Oct. 3 to stockholders of record on Sept. 11, 1961. The stock dividend payments in March and September are expected to continue until the company's production activities are again profitable.

Earnings from operations of \$12,326 for the 26 weeks ended July 1 were reported by the company. This compares with a \$2,628,576 figure for the similar 26 weeks of 1960. However, the company also realized \$25,735,917 from the sale of studio property in the 26 weeks of 1961.

Earnings of \$10.52 per share on the 2,446,986 shares of common stock outstanding from the sale of the studio property were reported. There were no operations, as compared to \$1.10 on the 2,383,286 shares in the 26-week period last year.

The company announced that it "has postponed for the time being" the production of George Stevens' "The Greatest Story Ever Told," on which 20th-Fox is unofficially reported as having expended several million dollars to date. John Wayne, Elizabeth Taylor, Spencer Tracy, Alec Guinness and Sidney Poitier were among those who had been signed to its cast, but Spyros Skouras was quoted as saying that the studio's contractual commitments involving the Fulton Oursler best seller on the life of Christ would be fulfilled.

With Darryl F. Zanuck recently switching release of "The Chapman Report" from 20th-Fox to Warners, speculation centered on whether Stevens might take "The Greatest Story" to another studio, possibly Warners, with this studio reimbursing Fox for expenditures to date in order to obtain the property and proceed with its production.

George Stevens, Jr., associate of his father on the film, said the film will definitely be made, but refused to say where. Stevens' production staff of 11 were dismissed pending resumption of the tabled production.

This film figured in 20th-Fox resignation from the Motion Picture Association of America and the Association of Motion Picture Producers last year. The story had been announced for production and Stevens had done considerable preparatory work on it when MGM closed a deal to distribute Samuel Bronston's "King of Kings," now scheduled for road showing next month.

Abilene Censor Law Loses Most Teeth

ABILENE, TEX.—The Abilene City Commission passed a new ordinance under which the review board might request but could not compel exhibitors to classify their offerings.

Eliminated are the five classifications under which the older ordinance would have operated and the provision of fines for parents who permitted their children to attend class "C" and "D" pictures without an adult escort.

The new ordinance, which is described as "a regulation of obscene exhibitions," changes the name of the Review Board to the Abilene Exhibitor Board and eliminates the requirement that its nine members be parents. It directs that exhibitors furnish the board with a list of bookings "at least one month prior to exhibition with a picture suspected of being obscene screened at least 48 hours in advance of the proposed exhibition to the public.

If convinced a film "or other public exhibition" is obscene, the board is required to advise the Police Chief and the Corporation Council, who shall advise the Review Board what action to take or assist the Review Board in taking appropriate action, criminal or civil or both.

The board may request an exhibitor to "voluntarily classify" a film, indicating what type of audience it is most suited for. If the exhibitor does not comply, the board may then classify the picture itself, but the burden of publicizing that classification falls upon the board.

Nothing in this action, the new ordinance reads, "shall be so construed as to make it unlawful for an owner, manager, or operator or any agents, employees, or servants to exhibit a film to the public without first so classifying it as to the type of audience the film is most suited."

However, if the exhibitor classifies his picture in a category which the board believes is incorrect, the board may publicize the classification it has agreed upon.

The superseded, older ordinance has been in effect approximately three months during which it appeared that the board operating under its authority was reluctant to force a showdown.

It finally gave "Never On Sunday" a restricted classification and proceeded against Mrs. Kathryn Jacob, owner, and Duane Gages, manager, Tower Twin Drive-In, for playing the picture without advertising the rating the board had given it as required under the older ordinances. Each was charged with eight separate complaints. The case has not yet been tried in Municipal Court.

UA Earnings Up Again

NEW YORK—The first-half net earnings for 1961 of United Artists Corporation, after provision for income taxes of \$1,780,000, were \$1,893,000, compared with \$1,678,000 for the comparable period of the previous year, it was announced by Robert S. Benjamin, chairman of the board.

UA's world-wide gross income for the first half of 1961 totalled \$57,866,000 against \$51,426,000 for the same period in 1960.

The six-month net represents earnings of \$1.10 per share on the 1,715,373 shares outstanding on July 1, 1961.

Phila. Pioneer Ellis Mourned By Industry

PHILADELPHIA—Abraham M. Ellis, 81, head, A. M. Ellis Theatres encompassing motion picture theatres and bowling alleys in Pennsylvania, New Jersey, and Delaware for the past 28 years, died after a lengthy illness in Jefferson Hospital.



ELLIS

He was also senior partner in the A. M. Ellis Hosiery Company and had been active in the hosiery business since 1895.

One of the city's leading philanthropists, his charitable endeavors included the donation of an accident ward to the Albert Einstein Medical Center, northern division and the establishment of the Abraham M. Ellis Chair of Hebrew and Semitic Learning at the University of Pennsylvania.

A pioneer in the development of the State of Israel, he contributed a blood plasma unit to the Israel Red Cross and was instrumental in establishing the Batei Zeirot Vocational School for Girls. He took a special interest in institutions of higher learning and homes for the incurably ill in the young nation. He donated the school building of the Solomon Schechter Day School and the Midrashah Building of the Har Zion Temple. He also contributed the Memorial Library at Yeshiva University in New York. Ellis helped found the Beth Jacob Schools (formerly the Central Talmud Torah) in 1909 and was elected president in 1959 upon the 50th anniversary of the founding. He was also a founder of the Albert Einstein College of Medicine at Yeshiva University.

He was treasurer and director of the Home for the Jewish Aged in Philadelphia and president of B'nai Jeshurun Congregation and the Abraham and Rose Ellis Foundation. He served on the board of directors of the Federation of Jewish Agencies and Har Zion Congregation and was active in the United Fund, the Allied Jewish Appeal, and the Jewish Theological Seminary of America.

He was also actively associated with Gratz College, Dropsie College, the Philadelphia Zionist Organization, and the Hebrew University of Israel.

His high standing in the motion picture industry was recognized this year by the Motion Picture Preview Group, which presented him with its annual award. In 1958, Ellis was honored at a gathering of bankers, industrialists, hosiery manufacturers and theatre men upon the 25th anniversary of A. M. Ellis Theatres.

Surviving are his wife, four sons, a daughter, a brother, four sisters, seven grandchildren, and four great-grandchildren.

Funeral services were held in Har Zion Temple with burial in Har Jehuda Cemetery, Llanerch, Pa.

"Nuremberg" Previews Set

NEW YORK—Three important invitational preview screenings of Stanley Kramer's "Judgment at Nuremberg," UA release, for leading representatives of all news media, group sales organizations, and motion picture industry notables will be held at the RKO Palace here on Sept. 20 and 21, a record three months before the production's American premiere at the Broadway showcase on Dec. 19 and its world premiere at the Kon-gress Halle in West Berlin on Dec. 14.

Stability, Responsible Leadership Keys To Industry Future—Warner

Scott Named Chairman For Texas D-I Meeting

DALLAS—President Robert Davis announced the appointment of Boyd F. Scott, director of operations for Frontier Theatres, as chairman of the 10th annual convention to be held Feb. 13-14-15 at the Statler Hilton Hotel here. Co-chairmen named were Al Reynolds, general manager, Lone Star Theatres; Earl Podolnick, president, Trans-Texas Theatres; and A. R. Milentz, owner, Liberty, Liberty, Tex.

This is the only drive-in association in the country. Its membership comprises all the larger drive-in operations in Texas and many individuals owning one or more drive-ins, as well as conventional theatres.

'Navarone' Big Winner; \$8,500,000 In Till

NEW YORK—"The Guns of Navarone," Carl Foreman's high adventure story for Columbia, has taken in more than 8½ million dollars at the boxoffice in 247 situations across the country, it is announced by Rube Jackter, Columbia vice-president and general sales manager.

Jackter also reported that the production is still playing in 96 per cent of its original situations. Describing this as an example of the "tremendous holding power which this picture possesses," the general sales manager also noted that "this film has thus captured, not only all of the choice summer playing time, but now is holding through Labor Day and into the fall."

Jackter pointed out that it is still impossible to estimate the eventual total gross for the mammoth film because the overwhelming majority of the engagements are still playing. But he declared that "The Guns of Navarone" will ultimately roll up returns in the proportions of two of the company's greatest box-office blockbusters, "From Here to Eternity" and "Bridge on the River Kwai."

Jackter emphasized that the film "had finally broken down the ancient industry belief that there are 'big city' and 'small city' pictures. The general sales manager cited small cities across the country as typical examples of this film's "staying power with small city audiences."

Reade Honors Top Managers

OAKHURST, N. J.—Continuing its long established policy of awarding cash prizes to the theatre manager who does the best overall job in advertising, exploitation, public relations, and physical theatre management each month, the following awards were announced by Walter Reade, Jr.

For April, 1961, first prize was awarded to Jon Doyle, Paramount, Plainfield, N. J., and second prize was won by Harry Wiener, Community, Morristown, N. J.

For May, 1961, first prize was awarded to Ann De Ragon, Strand, Plainfield, N. J., and second prize went to Robert Manser, Shore Drive-In, Farmingdale, N. J.

For June, 1961, first prize went to a newcomer in the circuit, Warren Simmons, Sunset Drive-In, Kingston, N. Y., and second prize went to Joseph Sommers, Majestic, Perth Amboy, N. J.

BURBANK, CALIF.—Stability and responsible, experienced leadership are the keys to the world status and the whole future of the American motion picture industry, according to Jack L. Warner, president of Warner Bros. Pictures, who recently returned from a business survey of Europe and conferences with Benjamin Kalmenson, executive vice-president of Warner Bros., at the company's New York home-office.

"Both in this country and especially overseas, a stable Hollywood means companies with long established reputations based on notable accomplishments in the production and advancement of motion pictures. It means magnificently equipped studios with the world's finest production facilities. It also means experienced guidance for the world's foremost creative talents. Most important, it means a continuing flow of high quality American films to global audiences," Warner said.

"It is imperative that we maintain this image by keeping it based on fact. This can be done only by the people who have a vast stake in the lasting success of the industry; people who have expressed their faith in its permanence and progress with capital investments running into hundreds of millions of dollars," the Warner Bros. president declared.

"The independent producer, who goes from studio to studio, or works in his home, can not meet or even importantly share, this responsibility. His stake is only in a single motion picture. He may be in Hollywood today, in Europe tomorrow or out of the business entirely.

"The concern of a major studio like Warner Bros. is the success of the entire industry, not just a single picture or group of pictures and not alone for today but for years to come.

"The much publicized challenge of European films to American productions today points up the urgency of a stable Hollywood industry," Warner stated. "But Warner Bros. always has regarded the production of motion pictures as a going, growing permanent business.

"Our company has been in business for many years and before and since our successful introduction of the talking picture, we have built for the future of a greater industry. Today we have a world-wide organization, as solidly founded on public trust and confidence as any great company providing goods or services for a global market.

"We are building our studio contract roster, developing many exciting new stars through our motion pictures and television productions. And, as always, we are maintaining the studios' open-door-to-talent policy by welcoming responsible independent producers with fresh ideas and outstanding properties. A case in point is the arrangement recently concluded for Richard Zanuck to produce 'The Chapman Report' at our studios for Warner Bros. distribution.

"This is the kind of long-range, forward-looking policy Warner Bros. will vigorously pursue. We believe motion pictures are here to stay and we want to keep their headquarters in California."

MGM L.A. Exec Resigns

LOS ANGELES—Thomas Aspel, branch manager here for MGM, has resigned, it was announced by Robert Mochrie, general sales manager.

"TWO WOMEN"

SETS TWO-YEAR RECORD
AT THE SUTTON, NEW YORK!

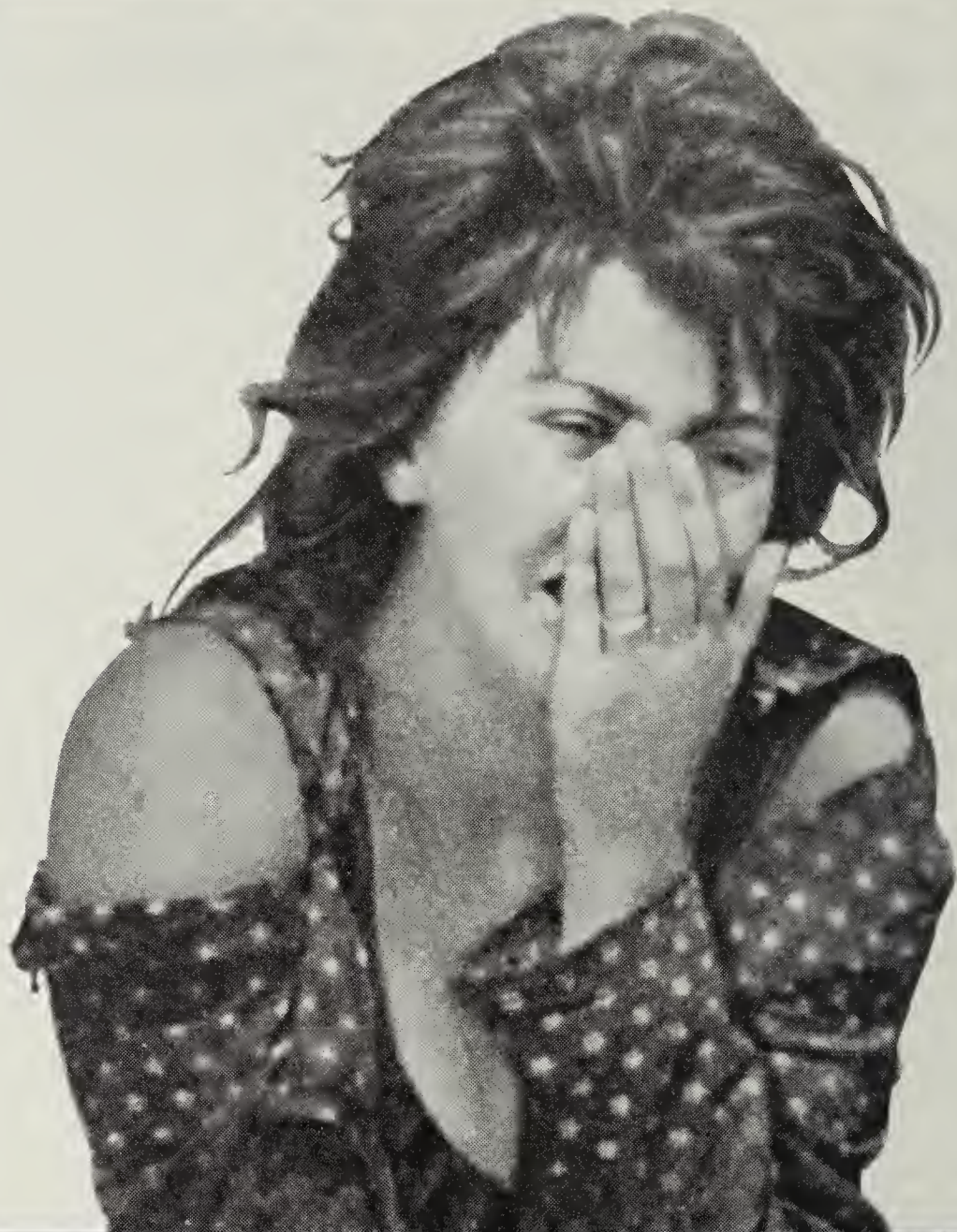
"TWO WOMEN" stars

SOPHIA LOREN

winner Best Actress Award,
Cannes Film Festival 1961,
and subject of 15-page feature in

LIFE Magazine:

*Sophia Loren is "that sultry...
serene... spritely... sparkling...
Sophia—part goddess, part imp,
all woman!"*



"TWO WOMEN" SMASHES

JOSEPH E. LEVINE presents

Sophia Loren IN

TWO WOMEN

WITH Jean Paul Belmondo
Raf Vallone
Eleanora Brown

FROM THE BOOK BY Alberto Moravia

SCREENPLAY BY Cesare Zavattini

PRODUCED BY Carlo Ponti

DIRECTED BY Vittorio DeSica

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RECORDS IN TWO VERSIONS!

SUB-TITLED VERSION: NOW IN ITS 18TH RECORD-BREAKING WEEK AT SUTTON. Now breaking records at Kenmore, Boston and Apex, Washington, D. C.! Also record engagements at World, Philadelphia; Lincoln, New Haven; Squirrel Hill, Pittsburgh; Delaware, Albany. OPENING SOON at Colony, Cleveland; Surf, Chicago; Guild, Cincinnati; Vogue, Los Angeles; Mayfair and Sunset, Miami; Vogue, San Francisco.

Theatre Concessions Forum Mapped For Final Session Of TOA Meeting

NEW ORLEANS—Theatre concessions will hold the spotlight on the final morning program of the 14th annual convention of Theatre Owners of America at the Roosevelt Hotel here on Oct. 8-12, it was announced by Albert M. Pickus, TOA president.

Pickus said that the National Association of Concessionaires, who will be holding their concurrent annual convention at the Roosevelt, and are co-sponsoring with TOA the Motion Picture and Concessions Industry Trade Show, will present the Thursday morning concessions forum.

Details of the program arranged for the women attending the convention, as well as personnel of the committee arranging the affairs were also announced by Pickus.

Breakfast at Brennan's, entertainment by Dixie-Land jazz bands, tours of the French Quarters, and of the Garden District homes are included on the program, in which women of the National Association of Concessionaires will also participate.

Mrs. Rodney D. Toups, wife of the retired manager of Loew's Theatres in New Orleans, and a prominent Louisiana social, civic, and

Paramount's Smith Retires After 47 Years Service

PHILADELPHIA—The Motion Picture Associates of Philadelphia will hold a farewell dinner in honor of Ulrik F. Smith, retiring branch manager, Paramount Film Distributing Corporation, and to welcome Edward G. Chumley, the new branch manager, on Sept. 18 at the Burgundy Room, of the Bellevue Stratford Hotel.

Smith spent 47 years with Paramount and earned the respect of every industryite in the Philadelphia territory. A contingent from the home office will attend the Sept. 18 dinner.

Loew's Toppers Lead Showmanship Session

NEW YORK—In a unique conference designed to stimulate aggressive showmanship on a circuit-wide basis, Loew's Theatres, Inc., brought over one hundred managers, division managers, and publicists here last week. Loew's Showmanship Seminar, according to company topper Laurence A. Tisch, comprised three days of intensive orientation during which managers were quartered at the company's new Summit Hotel.

Presiding at the conferences were Laurence A. Tisch, chairman of the board of Loew's Theatres, Inc.; Preston Robert Tisch, chairman of the executive committee; John F. Murphy, executive vice-president; Ernest Emerling, vice-president; Charles E. Kurtzman, general manager in charge of theatre operations; Jack Stillman, treasurer; Archie Weltman, secretary; Arthur Raporte, director of real estate; Leonard Pollack, director of purchasing, insurance, and concessions; Frank Murphy, assistant general manager for theatres; and representatives of related departments within the theatre organization.

The conclave marked the first time that Loew managers have been brought together for a general meeting since the company came under Tisch leadership. It also is the first time in many years that both the New York contingent of managers and the out-of-town Loewmen have participated in a joint get-together.

The first of the three days was mainly a social affair. After welcoming speeches by Laurence A. Tisch and Preston Robert Tisch, discussions of operational procedures was held on a departmental basis, followed by forum-type question and answer periods.

The following day was earmarked for advertising and publicity sessions under the guidance of Emerling. Ad-pub staffers Russ Grant, Don Baker, Ted Arnov and Ann Bontempo discussed the various phases of showmanship, culminating in a forum during which individual advertising and promotion problems were aired from the floor.

Talks on coming important product will be given by Al Tamarin, Allied Artists; Robert Ferguson, Columbia; Emery Austin, Metro-Goldwyn-Mayer; Joe Friedman, Paramount; Rodney Bush, 20th-Fox; Fred Goldberg, United Artists; Herman Kass and Paul Kamy, U.I.; and Richard Lederer, Warner Brothers.

T-L Announces Dividend

NEW YORK—Percival E. Furber, chairman, announced that the board of Trans-Lux Corporation declared a 10 cents per share regular quarterly dividend to be paid on Sept. 29 to stockholders of record as of Sept. 15.



MRS. R. D. TOUPS
Ladies' Program



MAURICE BARR
Coordinator



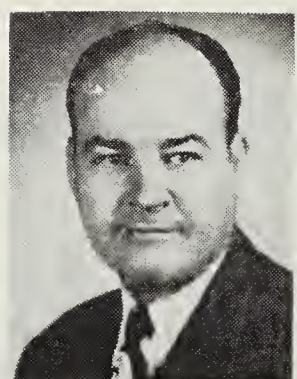
L. C. MONTGOMERY
Honorary Chairman



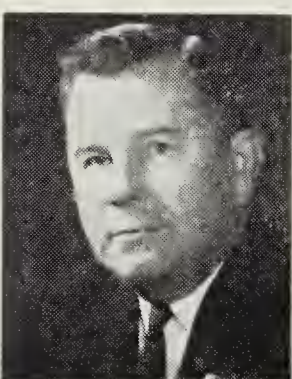
ED P. ORTTE
Honorary Chairman



G. M. AURELIUS
Honorary Chairman



ROBERT DAVIS
Honorary Chairman



ROY RICHARDSON
Honorary Chairman



RICHARD OREAR
Honorary Chairman

Conventioneers will meet for an 8 a.m. breakfast, and will then spend the rest of the morning discussing new theatre concession ideas, methods, and profit sources. Don Stafford of New Orleans, a co-chairman of the TOA convention, will be chairman of the session, and Edwin Gage, of Walter Reade, Inc., Oakhurst, N.J., an officer of both TOA and NAC, will be moderator. Gage has advised that key members of NAC from the theatre concessions field will be speakers, but that it is his intention to devote a major portion of the session to questions and answers.

Pickus and Spiro Papas, NAC president, said that conventioneers of the two organizations will join in most of the TOA programming. Principal exception will be Wednesday, when the NAC will hold its own business sessions.

Meanwhile, both executives reported that the trade show, to run from Oct. 8 through 11, is virtually a complete sell-out, with negotiations pending on the very few remaining booths. Trade Show exhibitors will cover the full spectrum of motion picture theatre and concessions equipment and supplies, they said.

Both TOA and NAC business sessions have been so scheduled that afternoons at the convention will be left free for the trade show.

club leader, is chairman of the ladies arrangements committee, assisted by a large group from the Women of the Motion Picture Industry of New Orleans.

Mrs. Toups' co-chairmen are wives of Louisiana and Mississippi theatre executives: Mrs. Kermit Carr, Mrs. T. G. Solomon, Mrs. L. C. Montgomery, Mrs. Don Stafford, and Mrs. Sanuel Wright.

The WOMPI committee, appointed by Della Jean Favre, president, includes Mrs. Gene Barnette, Miss Helen Bila, Mrs. Bernice Chauvin, Mrs. Blance Gubler, Miss Ida Klos, Miss Evelyn McNulty, Mrs. Lee Nickolaus, Mrs. Marie Berglund, Mrs. Corinne Bouche, Miss Gertrude Davis, Mrs. Imelda Giessinger, Miss Audrey Hall, Mrs. Emily Landry, Miss Jean Ella Moriarty, and Mrs. Anna Sinopoli.

The women will also participate in all the social events arranged by TOA for the men attending the convention.

Col. Hits Million Again

NEW YORK—Rube Jackter, Columbia vice-president and general sales manager, revealed that the company has rolled up a second one million dollar billing week. This follows immediately on the heels of a previous one million dollar's worth of billings reported by Jackter.



“KNIT ONE . . . PURL TWO . . . Knit one . . . purl two.” Good! Good for knitters . . . good for cameramen, too! *“Right materials used right!”* For example, if it’s color you want, Eastman Color Negative Film for 35mm or 65mm . . . Ektachrome Commercial for 16mm . . . or if you need speed—Ektachrome ER Film: 4 to 5 times faster than other Kodak color films.

For more information, write Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division, 342 Madison Avenue, New York 17, N. Y. • **Midwest Division**, 130 East Randolph Drive, Chicago 1, Ill. • **West Coast Division**, 6706 Santa Monica Blvd., Hollywood 38, Calif.

Or—for the purchase of film: **W. J. German, Inc.** Agents for the sale and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

MGM "Bridge To The Sun" Build-Up Provides Showmen's Success Story

By SI SEADLER
M-G-M's Eastern Advertising
Manager

When Robert Mochrie, sales chief, and Howard Strickling, publicity-advertising head of M-G-M, saw the first print of "BRIDGE TO THE SUN" a few months ago, they made a quick decision. Here was a great picture that warranted the most devoted publicity planning, which could, by long-range penetration become a talked-about entertainment headed for every must-see list. The picture was taken out of the current release schedule and spotted for October, affording unique opportunity to give it the works. In fact, a month-by-month plan was organized which has come to rich fruition in every detail, resulting in steadily mounting awareness of the attraction, interest and inquiry by press, exhibitors, and public.

By July, a comprehensive national advertising campaign got under way, with ads in Good Housekeeping magazine, Reader's Digest, Redbook, Parents' Magazine and Library Journal. Approximately 100,000,000 readers were exposed to "BRIDGE TO THE SUN." Because the story had enjoyed the vast circulation of Reader's Digest as a featured condensation (it was originally a best-selling book) the ad in that celebrated publication told the readers that the story they had loved was now a splendid movie. In fact, Reader's Digest published the condensation again as a special reprint, now available for promotional purposes. In this same month, the author Gwen Terasaki was brought to New York, and together with Carroll Baker, the star who impersonates her, and director Etienne Perier, interviews were held resulting in stories in a variety of national publications.

In August, a special advance preview took place in Johnson city, Tenn., home town of the author, where "Gwen Terasaki Day" was celebrated with festivities, lunches, parades, bands, press interviews, culminating in the first showing anywhere, at the local Majestic. Carroll Baker and Mrs. Terasaki were acclaimed by an audience that, because of their closeness to the author, were more exacting than any other. Complete press coverage resulted in news stories, column items, trade paper attention and a photograph on the A.P. wires nationally, with front pages of the Johnson City Press-Chronicle devoted to the event. It received further national attention through MGM News of the Day which featured it in a 140-ft newsreel subject. This subject has subsequently been taken out of the newsreel and made into a special teaser-trailer available gratis. It is already on the screen, far ahead of openings, in the many theatres which have already booked the picture, a refreshing and novel teaser.

Accelerated activity is the keynote for September. Because the picture plays so well before audiences, M-G-M realized that "BRIDGE TO THE SUN" is its own best press agent and instituted a vast, nationwide saturation plan, with sneak theatre previews before press, dignitaries, and opinion-makers in 103 cities from coast to coast, the widest sneak preview coverage within memory. Additionally, M-G-M is sending on separate tours the author, Gwen Terasaki; her beautiful daughter Mako and James Shi-

geta, who co-stars with Carroll Baker. Dependent on current commitments are touring plans for Miss Baker, fresh from her personal triumph at the Venice Film Festival, where she received an ovation at the showing of "BRIDGE TO THE SUN," honored as America's official entry in the Venice competition, a news item that circled the world adding further importance to the film. Approximately simultaneously with the publication of this issue of Motion Picture Exhibitor, M-G-M will present an actual "Bridge to the Sun on Broadway," an unprecedented showmanship enterprise that will get national attention through press, TV, and newsreel coverage. On the safety island in the very middle of the Great White Way, at 43d street and Broadway, M-G-M is erecting a bridge 15 feet in length, with supports carrying a disc-like sun, six feet in diameter. A tie-up has been made with the New York Police Athletic League as well as with the U.S. Army Recruiting Service, which will keep the bridge at the cross-roads of the world for a solid month, in full view of countless thousands of New Yorkers and out-of-town visitors. Emblazoned on the large "sun" will be the legend: "Cross PAL's BRIDGE TO THE SUN and help the Police Athletic League help New York's youth. Watch for M-G-M's Picture BRIDGE TO THE SUN coming soon!" The opening dedication ceremonies will have city officials, Army toppers at hand, with beautiful Carroll Baker cutting the ribbon to open the bridge to the public, with music by an Army band.

October culminates M-G-M's "Four-Month Plan" with a three-city world premiere on Oct. 5th in Washington, D.C., San Francisco, and Tokyo. Carroll Baker, the star with Gwen Terasaki, the author, will be honored at the Washington, D.C., sendoff, a three day event encompassing receptions by press groups and local organizations, with functions attended by governmental notables and others. Simultaneously, San Francisco will stage a gala world premiere opening, attended by co-star James Shigeta and others from the MGM studio. Across the globe in Tokyo, excitement is already in the air, forecasting an unprecedented simultaneous world premiere in that country, where most of the picture was filmed. All of the machinery of world press coverage will be utilized in the launching of the picture. A few days later, "BRIDGE TO THE SUN" will commence its regular engagements for which M-G-M is planning cooperative activities at the local level.

The mounting praise for this picture has caused M-G-M to prepare for theatres a gratis one sheet for posting immediately in lobbies as soon as a date has been set. The poster carries such praise as: "A memorable love story"—Good Housekeeping Magazine; "One of the great films"—Redbook Magazine; "Special Merit Awards"—Parents' Magazine; "Bell-ringer!"—Scholastic Magazine; "Honored by its Selection as America's Entry in Venice Film Festival Competition!"

M-G-M has done a thorough job for the theatres of America over a period of four months. It is seldom that alert showmen have such an opportunity to capitalize on built-in penetration.

Michigan State Fair Features Film Exhibit

DETROIT—Michigan Allied, the Metropolitan Exhibitors of Detroit, and all branches of the industry joined hands as of Sept. 1 to put on for the second time a motion picture industry exhibit at the 10 day 1961 Michigan State Fair.

The first project of this kind ever attempted was launched last year, succeeding beyond wildest expectations. 60,000 persons crowded into a stuffy 100 seat auditorium to view trailers of current and coming attractions. This was done on a basis of performances every half hour.

One of the main attractions is a show given in the Coliseum 14 times during the course of the Fair. The auditorium which seats about 10,000 persons has been equipped with projection apparatus and a large Cinemascope screen.

Since seats are not reserved, most people come early to get good seats. For one hour prior to commencement of the shows, trailers interspersed with a few short subjects and cartoons will be shown to this captive audience.

Inasmuch as capacity will be nearly 150,000 persons, it is hoped to at least double results over last year. With such stars as Dick Clark, Ricky Nelson, and Fabian, attendance should be high.

The Metropolitan Exhibitors of Detroit have underwritten the project. Michigan Allied has been in on the planning, and has distributed 1,500 lobby placards to theatres throughout the state advertising the exhibit.

These were distributed by industry truckers Pep Lines, Lee's Trucking & Express, Al Boyer, Bullock's, Jay G Truck Co., and Roe Film Service.

National Theatre Supply, Milton H. London, Wisper and Wetsman, and Detroit Motion Picture Projectionists Union Local 199 contributed projectors, screens, and all the necessary component parts for a projection room.

The union with Mel Donlin acting as coordinator, also took care of installation and provided operators for the 14 shows.

National Screen service supplied the trailers.

Texas Tax Clarified

DALLAS—Texas theatremen are required to pay a tax of two per cent on all their concession sales under the new Texas sales tax, even though the tax in some instances can not be passed onto the customer.

This became apparent following a correction by Texas COMPO of its earlier interpretation of the new tax, which implied that the concessionaire was not taxed on articles selling at 24 cents or less.

The law now is taken to impose a tax, Texas COMPO warned, on each separate retail sale within the sale, and sets up a formula by which there is no tax to the consumer on items selling at 24 cents or less. The concessionaire pays the state two per cent of his gross sales tax. That is the snag, for while the concessionaire can not pass the sales tax on to the consumer on items selling at 24 cents or less, he still has a two per cent tax on these items when it comes time to pay the gross sales tax.

Tax sources believe that this will balance itself as the concessionaire "shows a profit" on items where he can collect a one, two, or three cent tax, which in many instances is more than the two per cent he has to pay out.

The new tax does not apply to theatre admissions.

"How I Would Sell . . .

BRIDGE TO THE SUN

"BRIDGE TO THE SUN" is custom-made for the publicity or advertising man who gets his kicks when a feature challenges his ingenuity and resourcefulness, tests the range and quality of his contacts, tries out his ability to find special audiences and to tailor his merchandising lures to the customers who will surely delight in the story and sell it to their friends.

This may sound as though I rate "BRIDGE TO THE SUN" as a picture of limited appeal. On the contrary, I believe the story has a powerful and provocative attraction for women; the subject being of singular interest for the distaff half of our patrons.

But before I explore this angle, it is essential to point out that the role of the press agent is stressed because this is the type of feature to which he can make a major box-office contribution.

MGM has already successfully demonstrated its audience values—I caught it at a theatre preview—previewed in the home town of the author—Gwen Terasaki, born and bred in Johnson City, Tenn. It is her own life story—her romance with the Japanese diplomat she married. This showing was arranged for the toughest audience that will ever face it—an audience composed of family, friends, and home town folks who knew her actual experiences, and the news report was enthusiastic for the picture.

To summarize the pre-release help to theatres:

1. As a book, "BRIDGE TO THE SUN" was not only on the best seller list but a condensation appeared in the huge circulation of the "Reader's Digest"—and then was published as a "Reader's Digest" re-print.

2. Advertising appeared in the national magazines (Good Housekeeping, Reader's Digest, Redbook, Parents).

3. Has been chosen as "Picture of the Month" by several national periodicals.

4. The Johnson City preview was covered by the press associations and syndicated columnists and newsreels.

To ensure a substantial word-of-mouth build up nationally, MGM will follow these opening salvos with previews in more than 100 cities coast-to-coast.

Mrs. Terasaki will make personal appearances for some of the early dates.

The MGM home office publicity department has available a gratis "Newsreel Teaser Trailer" covering the homecoming reception of Gwen Terasaki and featuring beautiful Carroll Baker, star of the picture.

BRIDGE constructed on 43rd and Broadway, New York, will draw plenty of attention to the playdate, and the idea can be used on various scales in other locations as well.

An Exclusive **SHOWMANALYSIS** Prepared by—

HARRY GOLDBERG, Director of Advertising and Publicity
Stanley Warner Theatres, New York, N.Y.

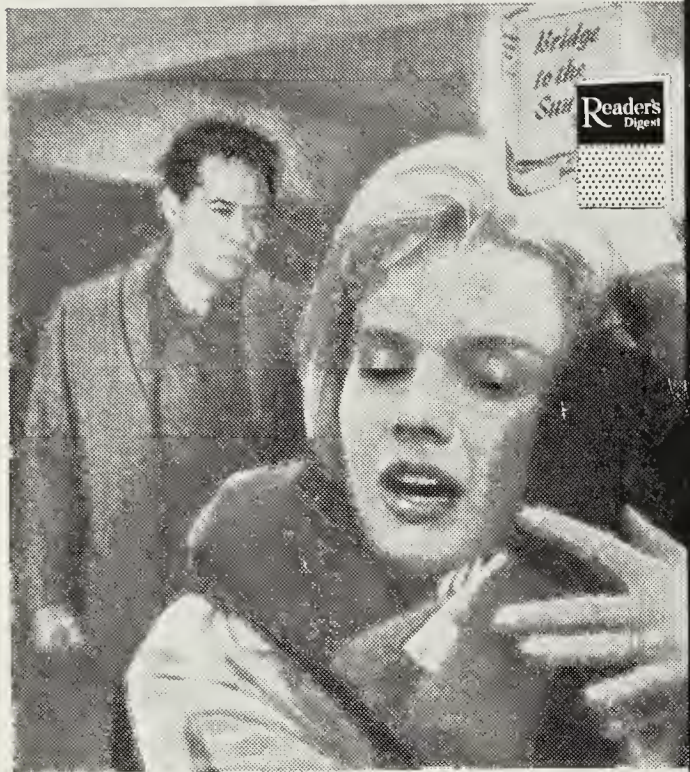


ABOUT THE AUTHOR • Harry Goldberg was born in Philadelphia, Pa. Prior to his entry into the motion picture industry he worked as reporter editor, and special writer for the Philadelphia Press, Ledger, and Record newspapers. He then joined Warner Bros. Theatre Management Corp. as a publicist in the Newark, N.J. zone. He later transferred to the Philadelphia zone as head of the publicity department. Goldberg worked his way up to the post of Warner Bros. Theatres advertising and publicity director, headquartered in New York City. Goldberg remained following Warner Bros. divorce-

ment as advertising-publicity director for Stanley Warner. He has served as coordinator of the War Activities Committee and headed that group's public relations division; he is a member of the Anti Defamation League board in New York, Will Rogers Hospital, Motion Picture Pioneers, and N.Y. Cinema Lodge. He is also active with the American Congress of Exhibitors.



WHY THIS MOVIE WILL BE THE TALK OF AMERICA



a remarkable film experience!

Metro-Goldwyn-Mayer presents

Carroll Baker in **Bridge to the Sun**



CO-STARRING
JAMES SHIGETA

with JAMES YAGI • EMI FLORENCE HIRSCH • NORI ELIZABETH HERMANN
Based on the autobiographical novel by GWEN TERASAKI • screen play by CHARLES KAUFMAN
produced by JACQUES BAR • directed by ETIENNE PERIER • A CITE FILMS PRODUCTION

T H E A T R E

Because...
the famed book and Reader's Digest special feature come to life on the screen!

Because...
millions were thrilled by the romance of this girl from Tennessee!

Because...
it was hailed as the greatest love story of the war years!

Because...
the movie inspired by true life is unlike anything you have ever seen on the screen!

LEFT, one of the provocative ads on the feature playing up the drama of this appealing true story and calling attention to the special appeal for femmes in the audience. BELOW, one of the potent selling features giving the film a boost will be the theme music record.

This is run with a News of the Day leader and can remain on your screen until you schedule the regular trailer.

Now as to the advertising campaign. Although some theatres will wish to use the more conservative press-book slant, which may have been required as a company policy, in my opinion, the copy is too general to evoke a strong buying impulse.

"Why this Movie Will Be the Talk of America" or "An American Girl in War-time Tokyo" or "The True Story That Inspired A Great Film."

These advertising captions are non-specific and do not derive from the below surface enticement of the story.

In this market I believe we need specifics to sell our attractions. It takes a pretty strong pull to bring a patron out of the home and into a theatre. They should be given as much information as possible, of the kind that makes it worthwhile to buy an admission ticket.

I analyze "BRIDGE TO THE SUN" this way:

Before the G.I.'s got to Tokyo the American male had a perennial curiosity about the Oriental female. This subject erupted from time to time in masculine bull sessions. But so many of our troops brought home Japanese brides that Oriental womanhood is no longer a moot subject.

I believe it was Kipling who said that "East is East and West is West and Never the Twain Shall Meet." But the G.I.'s proved him wrong. And so did Gwen Terasaki of the little town of Johnson City, Tenn., who married a polished sophisticate of the Japanese Embassy staff in Washington.

Note that this is the reverse of "Madame Butterfly" and she unflinchingly chose to join her husband in his own country—an enemy land—during the war, and that they loved each other loyally and profoundly in sickness and sorrow, in pain and anxiety until death did them part.

Note also that this is an American girl mating with an Oriental man—and there you have an alluring theme on which you can concentrate the curiosity and box-office power of woman appeal.

Suppose you handle the advertising copy this way:

"WHAT HAPPENS . . . When a Small-town Girl Marries a Sophisticated Worldly Japanese . . . An exciting heart-drama for women . . . a fascinating experience for men!"

Below the Mason-Dixon Line—you could start the sub-head: *A Southern Belle's Exciting Heart-Drama etc. . . .*

Having set up this bid for general patronage and retaining the best seller and Reader's Digest element of the ads, where do we go from here?

1. This story is related to the brotherhood theme. It has an appeal to those who believe in the ultimate triumph of the One World concept. When you use this approach, you'll have to choose your contacts carefully for selling to groups, based upon what you know about their state of mind from personal knowledge and their public statements.

2. Gwen Terasaki's story is the life of a woman of character and principle. She is a heroic woman—a model of noble qualities. Since one of the baffling problems of education is to inculcate character, you'll find many teachers in girls high schools who will elect to send their students to this picture—and perhaps require an essay as part of the class work. Of course, this goes for private schools and colleges, too.

3. The East-West theme lends itself to inviting G.I.'s and their Oriental brides—including non-Japanese to the opening. Newspaper and radio columnists will help you find them. They could be used on radio and TV—and if you are lucky enough to find a parallel to the Gwen Terasaki romance in your town, they are a natural to promote the picture.



Other selling aids follow:

M.G.M. commissioned the well-known artist, Sam Norkin, to do a special caricature. This was done after the press-book was issued and is not shown in it. Be sure to get a copy of it from MGM Publicity, 1540 Broadway, New York City. Sunday sections especially go for these.

The press book gives complete information about the Dell Publications paper-back. Because the original hard-cover edition was on the best-seller lists, and because the story was in Reader's Digest, it already had penetration, but now even before the picture's release, the Dell people report an active sale. University of North Carolina Press, publishers of the hard-cover edition, has printed a new wrapper with mention of the picture. In other words, take full advantage of the promotional value of the book. Some theatres have actually taken the cover of the paper-back, mounted it on card-board and set it up on an easel on the candy counter, long-range, a constant reminder of the coming picture. The press-book gives explicit instructions about tying up with local dealers, using their materials, etc. Don't miss any bet, surely not this one.

Fortunately, M.G.M. has provided a record, the tuneful "Theme Song from Bridge to the Sun" which is already available. It is a beautiful symphonic rendition by Leroy Holmes and his orchestra, with the romantic qualities reminiscent of famed "Love is a Many Splendored Thing." Get in touch with local MGM Records Distributor for dealer-theatre tie-ups and promotion materials. Sol Handwerker, promotional head of MGM Records at the MGM Home Office in New York, is receptive to ideas and will be of any help he can. MGM Records will make its own drive for disc jockey attention, but it is up to the local theatre man to really press for the playing of the record and the mention of theatre and date, in any way that can be worked out with the radio station.

M.G.M. also provides an open-end interview record with the author, Mrs. Terasaki, that should find favor on radio stations since it is one of the most appealing and interesting interview records available in a long time. Mrs. Terasaki not only discusses her book and the picture that was made from it as the true dramatization of her own experiences, but she also touches on personal matters that relate to a woman's life as wife of a Japanese, the difference in customs, the place of a woman in the Orient as contrasted with her role in America, whether American women are losing their femininity in the race for career and success. This is a most provocative interview that should elicit mail to the station. Few movies are able to yield this type of off-beat promotion, since the circumstances of Mrs. Terasaki's life are rare, and she is an unusually frank and articulate speaker.

M.G.M. has also made available radio commercials, electrical transcriptions, the copy for which is included in the press book. It is obvious that unusual care and thought have been given to these radio spots and provision should be made in your budget for some radio time.

The press book covers pretty thoroughly the tie-up possibilities inherent in the Japanese background. Since the picture was filmed for the most part in Japan, there is a promotional field for department store fashions, lobby displays, travel offices, Japanese organizations, if they exist in your locality. The exhibitor himself will be aware of the possibilities and will most likely be able to develop others on his own.

BOTTOM, this caricature by Sam Norkin, top artist for the New York Daily News and syndicated elsewhere, is a natural for placement in newspaper Sunday supplements and other feature stories. **CENTER**, here is a scene from the film featuring stars Carroll Baker and James Shigeta, one of many fine stills available for lobby and outside displays, as well as newspaper placement. **TOP**, another selling plus will be a tieup with the pocket edition of the book, which was a best-seller as well as a very popular Reader's Digest feature.

DESTINY

As Japan prepared to attack Pearl Harbor, an American girl from Tennessee and a Japanese diplomat fell in love and joined their lives and their destinies.

While their nations fought desperately against each other, Gwen and Hidenari Terasaki endured the limits of human suffering, she as an enemy alien in her husband's country, he as a brilliant and courageous man who dedicated his life to the cause of peace.

With poignant charm, humor and political acumen, the woman who lived this amazing story tells her thrilling tale of war and of a love that made the unbearable bearable, a love that formed a rainbow across the Pacific.

And of the child of that love, Mariko, the little girl who bravely bore the grief and suffering of the past with her father's hope for a bright, new tomorrow.

MUST BE SEEN AT ALL THEATRES
STARRING CARROLL BAKER AND
JAMES SHIGETA

F148

DELL

F148

50c

BRIDGE TO THE SUN · Gwen

An American girl and Japanese diplomat in an extraordinary true story of love and war.

BRIDGE TO THE SUN

GWEN TERASAKI





The NEW YORK Scene

By Mel Konecoff

FIVE YEARS AGO, Ed Hyman, vice-president at American Broadcasting-Paramount Theatres, took up the cudgels on behalf of the orderly release of pictures so that quality films would be the rule throughout the year rather than the occasional exception when holidays were in evidence. Now five years later, due note has been taken of the import of the orderly release pattern, and greater effort is being made to spread quality pictures over greater periods. There still are low and high periods, according to Hyman, but they are diminishing.

He forecast at lunch the other day that the fourth quarter of this year would surpass that of last year, and as a matter of fact the entire year of 1961 will wind up ahead of 1960, which was a pretty good year. He also, after perusing the forthcoming releases, predicted that the momentum will continue through 1962 and that next year should be even better than this year.

There are no seasons in our business anymore, opined he. If we're going to survive, it will have to be by the combined efforts of all concerned. There should be adequate quality product, and the type of film that the public can see for nothing on television shouldn't even be made by us, said he.

His latest schedule of company releases, which is being mailed out to some three thousand exhibitors, production and distribution executives lists the following for September through December: Paramount, six new and one reissue; 20th-Fox, eight; Warners, six; Columbia, 13, MGM, five and a special; United Artists, seven and three specials; Buena Vista, two; Universal, four; Allied Artists, two and a special; and American International, three.

The printed schedule was to have been presented the following day at a meeting of AB-PT staffs and associates at the annual meeting at the Concord Hotel, Lake Kiamesha, N. Y.

Hyman laid emphasis on the theme he selected in conjunction with the schedule's release, and that was a drive on every local level and Canada to increase motion picture attendance. By this, he hoped to set at rest once and for all the arguments that the large grosses we have been experiencing are due to increased admission prices as the attendance rate continues to decrease.

Practically all contacted have subscribed to his idea and promised their full cooperation. He anticipated that all exhibitors would be willing to join in the campaign, especially since he has been assured of cooperation from production and distribution. It is up to exhibition, he believed, to go all out in this drive and demonstrate to the others that exhibitors will at all times carry their share of the burden in keeping our industry up at the top of the amusement field.

He urged exhibitors to meet in each area, plan a drive, and execute it with all the force possible: give a participating distributor as much cooperation as possible on quality films during off-season to impress distribution that their release at that time was good and practical; cooperate with distributors and producers in the developing of new faces and personalities as this is a must for the future of the industry; flood distributors and producers with examples of the advertising, exploitation, and promotion of their product, and show them that you can really do the right job at the local level.

Said Hyman, "The cost of accomplishing orderly distribution, the cost of a campaign to increase attendance, the cost of obtaining a quality picture in an off season, plus the cost of developing new faces—all this and much more—are investments in the future of our business, and we must make these investments to insure the future.

"Another important investment for the future of our business is complete harmony and cooperation among its three segments—production, distribution, and exhibition. The goals that we set for ourselves cannot be achieved without this harmony and cooperation. With it, we can achieve anything we want to, and with it, we can once again retain the top of the ladder in the entertainment world."

REGRET NOTE: We were sorry to hear of the passing of Freda Prager, executive secretary to A. Schneider, president of Columbia Pictures. Our recollection and dealings with Miss Prager go back many years when we were but an office boy and she was one of the nicest people it was our duty (and in this case a pleasure) to serve. We regret her leaving even though we really didn't know her that well.

AA Ups Two Execs

HOLLYWOOD—Steve Broidy, president of Allied Artists Pictures Corporation, announced that at a meeting of the board, Jack M. Sattinger was elected assistant vice-president and Earl Revoir was elected treasurer of the company.

Sattinger will also continue in his present capacity of assistant secretary. Revoir steps up from his position of assistant treasurer. George Burrows, who had been treasurer as well as executive vice-president, will continue in the latter post.

Landau Names PR Firm

NEW YORK—Ely A. Landau has retained Blank-Rand Associates, Inc., as eastern public relations and publicity representatives for his new production company. The Landau production program will get under way with the filming of Eugene O'Neill's "Long Day's Journey Into Night."

B'nai B'rith Fetes Goldenson

NEW YORK—Label A. Katz, president, B'nai B'rith, announced that Leonard H. Goldenson, president, AB-PT, will be presented with the B'nai B'rith President's Medal, highest award of the Jewish service organization, at a banquet in the Waldorf-Astoria Hotel on Nov. 14. He will be honored for his many charitable and humanitarian efforts.

Colo. Percentage Suits Filed

DENVER—Allied Artists, Buena Vista, Columbia, MGM, Paramount, 20th-Fox, United Artists and Universal have filed percentage suits against Atlas Theatre Corporation, Atoz Amusements, Inc., A&A Theatres, Inc., Civic Theatres, Inc., Federal Theatre Corporation, and Westwood Theatre Corporation in Colorado District Court here.

Three Playdate Zones For Cincinnati Plan

CINCINNATI — The Cincinnati exchange area has been broken down into three zones for operation of the COMPO merchandising plan, it was revealed by Charles E. McCarthy, COMPO executive vice-president.

The division of the area into the three operating zones was accomplished at conferences of exchange managers, the territory's central exhibitors' operating committee, and Alec Moss, COMPO coordinator on the scene.

Carl J. Farrazzo, S & S Theatres, has been named liaison with the exhibitors' central committee, the branch managers, and Moss. Jack Haynes, S & S Theatres, is chairman of the committee.

Pictures will be booked in two waves in zones one and two. In the third zone, there will be but one wave of playdates, according to present plans.

Cities chosen for the three zones are the following:

Zone One, Wave 1—Cincinnati, Lebanon, Hamilton, Middletown, Wilmington, Dayton, Springfield, Greenville, Celina, St. Marys, Hillsboro, Wapakoneta, Eaton, Columbus, Newark, Zanesville, Washington Courthouse, Greenfield, Lancaster, Chillicothe, Circleville, London, Logan, Athens, and Cambridge, all in Ohio, and Maysville, Ky.

Zone One Wave 2—Lawrenceburg, Ind; Aurora, Ind; Carrolton, Falmouth, and Flemingsburg, Ky.; and Piqua, Troy, Zenia, Sidney, Miamisburg, Urbana, and Franklin, all in Ohio.

Zone Two, Wave 1—Lexington, Paris, Frankfort, Winchester, Richmond, Cynthiana, Danville, Mt. Sterling, Hazard, and Somerset, all in Kentucky.

Zone Two, Wave 2—Shelbyville, London, Pineville, Harrodsburg, Corbin, Middlesboro, Barbourville, and Harlan, all in Kentucky.

Zone Three, Wave 1—Huntington, Charles town, Parkersburg, Logan, Beckley, Williamson, Pt. Pleasant, all in West Virginia; Portsmouth, Marietta, Gallipolis and Ironton, all in Ohio; and Ashland, Pikeville, Paintsville, and Prestonsburg, all in Kentucky.

Uvick Suit Settled

DETROIT—The anti-trust suit of Joseph P. Uvick, Burton, Flint, Mich., against Butterfield Theatres and most major distributors on legality of clearance has been settled on the basis of a compromise.

Uvick and Butterfield agreed to reduce clearance from 42 to 21 days for the 600-seat Burton after first run Flint theatres.

The case was brought in Wayne County Circuit Court here and defendants sought to have it transferred to Federal Court, but U.S. District Court remanded it back to Circuit Court for trial under state rather than Federal antitrust laws.

The case is the first wherein clearance itself is claimed to be illegal under state laws, and was considered precedent-making in motion picture litigation. Compromise settlement, however, means that this issue has not been formally ruled upon by the courts.

It is understood some remuneration to the plaintiff, Uvick, was involved in the settlement.

Decca Sets Dividend

NEW YORK—Directors of Decca Records, Inc., declared a regular quarterly dividend of 30 cents per share on the company's capital stock, payable Sept. 29 to stockholders of record Sept. 18.

LONDON Observations

by Jock MacGregor

"ENTERTAINMENT" is paying off for the Rank Organization. Now interested in many activities besides motion pictures, trading profits have soared to the second highest ever for the year ending June 24—\$22,732,654 against \$18,107,608 for the previous year. A proposed 15 per cent dividend after the 7½ per cent interim will be put to the annual general meeting on Oct. 5 on the increased capital against last year's single payment of 15 per cent.

TWO MEN who seem to be really happy in their work are those masters of the macabre, Jim Carreras and Bill Castle, who have been conferring here on future blood baths. Columbia is putting out "Terror of the Tongs" and "Homicidal" as an all "Adults Only" unit program. Jim hosted his American counterpart at a Casanova Club Lunch. They are now planning to cooperate on some future pictures. The first will be a remake of that great Boris Karloff-Charles Laughton chiller classic, "The Old Dark House."

ROY DISNEY was so pleased with the success story that Cyril Edgar had to tell—Disney has had his greatest year ever here and the current year promises to be even greater—that when he met the trade press with Ned Clarke and Card Walker, he told Arthur Allighan to take us to lunch instead of accompanying him to the airport.

Another unexpected lunch came when Sam Bronson's representative phoned to ask if I would drop everything and rush around to the Connaught for an important statement. Doing as I was bade—incidentally it was just as I was completing the last paragraph—I hailed the first taxi that was passing. Sam was already talking by the time I got there. He is to make "The Fall of the Roman Empire," "The French Revolution," and "55 Days at Peking," a story of the Boxer Rebellion in China, which he will make as his first British film. Before one could really say thank you for a nice lunch he was off to the United States.

RANK HAS PREMIERED "Victim," one of the most powerful pictures in a long while. It is a dramatic story of the ever constant threat of blackmail that faces homosexuals. Brilliantly produced and acted, it must leave audiences uneasy and wondering whether the cinema is the medium for such propaganda. Sympathy for the message is weakened by the fact that all the characters are shown as being so worthy.

DESPITE a double page advertisement in a London evening paper, "Black Tights" has not been made for the mass market. Shot in Technirama and presented in 70mm at the Coliseum, it consists of four French ballets. Lovely to look at and a joy to the ear, it is for a very limited audience. Personally I found it more than a little ponderous.

THE RUSSIAN AMBASSADOR attended a public performance of Associated British Pathe's "With Gagarin to the Stars" at the Regal, Harrow Road, and was welcomed by the AB top brass. This Russian Documentary has been exceptionally well received by the press. . . . Associated British opened a ten pin bowling alley at the Ritz, Leytonstone. . . . Phil Gersdorf, American publicity coordinator on "Billy Budd," has gone to Germany to publicise John Huston's "Freud." . . . Two De Havilland Tiger Moth aircraft of World War I vintage have been piloted by Captain John Crewdson of Film Aviation Services for "Lawrence of Arabia" between trips across the Atlantic to collect Flying Fortresses from cold storage in Arizona for Columbia's "War Bride," which Arthur Hornblower is to shoot here. . . . "The Pleasure of His Company" has been chosen for presentation at the Edinburgh Film Festival, which is vying with the Venice Film Festival for the scant attention it is receiving from the press here.

AA-TV Names Gresham

NEW YORK—After returning from Hollywood where they met with parent company executives, Edward Morey, president of Allied Artists Television Corporation, and Robert B. Morin, vice-president and general sales manager, announced the appointment of Maury Gresham as western division sales manager.

Gresham formerly was western television sales manager for Metro-Goldwyn-Mayer, sales manager for McCadden Productions-Burns & Allen Company, and vice-president of John Loveton Productions.

Allied Artists Television Corporation is a wholly owned subsidiary of Allied Artists and formerly was known as Interstate Television Corporation.

"Barbarian" Suit Dismissed

WASHINGTON, PA. — A suit instituted 18 months ago by 20th-Fox vs. Basle Theatres, Inc., Washington, Pa., was dismissed by Judge Roy Carson of the Common Pleas Court here.

The film company's claim of indebtedness of \$2,000 for the non-performance of a bid on "The Barbarian and the Geisha" was declared a non-suit in the absence of a signed contract.

U-I Shifts Branch Heads

CHICAGO — Lou Berman, Universal branch manager here since 1948, has been relieved of his duties because of the state of his health and will be on special assignment, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager.

Dick Graff, Universal's branch manager in Detroit since February, 1956, is being transferred to Chicago to replace Berman as Chicago branch manager.

Herb Martinez, sales manager in Chicago since February, 1956, is being promoted to the post of branch manager in Detroit.

General D-I Expands

NEW YORK—General Drive-In Corporation, a major bowling and theatre chain, has added 76 lanes to its current bowling operation with the opening of three new centers, Richard A. Smith, president, announced.

Smith said the company now has 228 bowling lanes in operation and expects to add an additional 322 new lanes during fiscal 1962.

The company's newest centers are Westport, Mass., 24 lanes; Lewiston, Maine, 32 lanes; and Gloucester, Mass., 20 lanes.

America Corp. Sets Dividend, Buys Play

NEW YORK—America Corporation's board declared regular quarterly dividends of \$1.50 on its \$6.00 per share preferred stock and \$1.00 dividend on each \$4.00 preferred share, it was announced by Gordon K. Greenfield, president of the company.

Dividends are payable on Oct. 1 to preferred stockholders of record as of Sept. 8.

America Corporation is a broadly diversified company with subsidiaries in the motion picture and television film processing, metal products and gas utility fields. Its subsidiaries include Pathe Laboratories, Inc., Virginia Metal Products, Inc., Portsmouth (Ohio) Gas Co., and Mineral Resources, Inc.

America Corporation recently acquired an additional 64,000 shares of Universal American raising its holdings to about 13.5 per cent, of shares outstanding. In June, it became the largest single stockholder in Republic Corporation through the purchase of 265,420 common shares. Republic Corporation has operations and investments in activities which supplement an important segment of America Corporation's interests. Following the stock acquisition, at Republic Corporation's annual meeting on June 21, three directors of America Corporation were elected to its board. They are John M. Fisher, James M. King, Jr., and Greenfield.

America Corporation has acquired the film rights to a new Broadway play, "Blood, Sweat and Stanley Poole," for its Pathe-America Distributing Company subsidiary, it was revealed by Greenfield.

Greenfield pointed out that the acquisition of the film rights to this new play is in line with the purposes for the formation of Pathe-America Distributing Company last year.

He stated that this newly created subsidiary is geared to handle a schedule of pictures planned for production with the assistance and encouragement of the Theatre Owners of America and other exhibitor groups. "The primary objective is that of increasing film processing business for the Company's Pathe Laboratories subsidiary itself, although film distribution also represents an added profit potential for the relatively modest and carefully controlled investment in Pathe-America," he said.

Facelift For Wash. Landmark

WASHINGTON—Stanley Warner's Metropolitan, a landmark in the motion picture history of Washington, closed last week for extensive renovation.

Patrons, when they visit the Metropolitan on reopening day, Oct. 4, will find new full-stage proscenium drapes; new carpet throughout the theatre; new lighting effects, with two crystal chandeliers in the lower lobby and the mezzanine lounge; new modern wall fixtures; new wall covering throughout the auditorium; and repainting of the entire house.

In addition, the powder room will be decorated with new mirrors and new furniture, while the smoking lounge will be redone with new ceramic tile and new furniture.

The color scheme, chosen for eye comfort and relaxation, will be in rose, gray, and gold.

U-I Declares Dividend

NEW YORK — The board of directors of Universal Pictures Company, Inc., declared a quarterly dividend of 25 cents per share on the common stock of the company, payable on Sept. 29 to stockholders of record at the close of business on Sept. 16.

Bell Rejoins Columbia

NEW YORK—J. Raymond Bell is discontinuing his own public relations counseling firm to rejoin the executive staff of Columbia Pictures Corporation.

Bell will assume new executive responsibilities in addition to coordinating the company's corporate public relations activities, handling censorship matters, and serving as military and governmental liaison.

After a 10-year association with Columbia, Bell left in 1958 to become president of Allied Public Relations, Inc., and subsequently operated on his own, having been retained by Columbia throughout that period.

Except for the six years he served as director of public relations of Capital Airlines, Bell has long been identified with the motion picture industry. He managed theatres in Athens, Ga., was publicity and advertising director of Loew's Theatres in the nation's capital, and Metro-Goldwyn-Mayer's eastern publicity manager.

Youngster Raps Censors; Asks Freedom Of Choice

COLUMBUS, O.—“Nobody has the right to pick the kind of movies I watch,” said 12-year-old Sterling Smith in a letter to the editor of the Columbus Dispatch opposing city film censorship.

Ordinance setting up a municipal censorship board is expected to be introduced soon in city council by Mrs. Golda May Edmonston, Republican councilwoman.

“I can judge for myself,” added young Smith. “The people of our country can judge for themselves which movies are better and which ones are filthy. That is what is meant by freedom of choice. If movie censorship does go through it will be one step away from democracy and one step closer to Communism.”

Bills Harming Industry All Defeated In N.E.

BOSTON—A resounding defeat of all legislative matters adversely affecting the motion picture industry in the five upper New England states, Maine, New Hampshire, Vermont, Massachusetts, and Rhode Island, is reported in the legislative report for the year of Allied Theatres of New England, Inc., group of more than 500 theatres in the region. The report, released by Robert M. Sternburg, president of Allied, and Frank C. Lydon, executive director in charge of legislative activity, shows that all legislation inimical to the interests of the industry in the five states was killed.

Lydon was active in Congressional activities as well as on the five state front of legislatures. Among bills defeated was a censorship classification bill in Massachusetts and an obscenity bill in Rhode Island which could have resulted in the destruction of projection equipment. A number of minimum wage and tax bills were killed. The breakdown by states is as follows:

In Massachusetts, a censorship classification bill, a proposal to review and to classify films with labels, “For Adults Only,” etc., was killed, and a minimum wage act, which provided for an increase to \$1.15 Sept. 5 and \$1.25 two years later, 1963, and containing a special provision of not less than \$1 for doormen, cashiers, and ushers, got a direct veto. A tax proposal for admission to television fights was killed.

In Vermont, a three per cent sales tax, admissions and film rentals not taxable, concession sales affected, however, was withdrawn by the petitioners. A minimum wage bill increase to \$1.15 and \$1.25 was killed.

In Rhode Island, a bill, “Obscene Shows & Publications,” establishing power to confiscate and destroy obscene materials and equipment (projection) used to display obscenity, was killed. Minimum wage bills raising state minimum wages to Federal level were killed.

In Maine, an admission tax bill, a proposal to extend the present sales tax to admissions, was killed. A sales tax increase to apply to food sales was killed; a local sales tax via local approval was killed.

MGM Dividend Set

NEW YORK—A regular quarterly dividend of 40 cents per share, payable Oct. 13 to stockholders of record Sept. 22, was declared by the board of directors of Metro-Goldwyn-Mayer, Inc.

This is the fifth dividend payment on the 40 cents per share basis and the ninth consecutive dividend since the resumption of dividend payments in October, 1959.

Film Exchange and Dealer Listing for the WASHINGTON, D. C. FILM TERRITORY

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• Film Distributors

- ALLIED ARTISTS, 913 New Jersey Ave., N.W.—METropolitan 8-6450**
Br. Mgr.: Milton Lipsner. Office Mgr. and Sales: Al Wheeler. Booker: Emelyn Benfer. Cashier: Walter Bangs. Emerg. Phone Dupont 7-7200.
- AMERICAN INT'L., 713 Third St., N.W.—DISTRICT 7-2508**
Br. Mgr.: Jerry Sandy. Sales: Bill Michalson. Booker: Esther Katznel. Cashier: Ann Sknerski. Emerg. Phone: DUpont 7-7200.
- BUENA VISTA (Disney), 734 Third St., N.W.—REpublic 7-0353**
Br. Mgr.: Joe Brecheen. Office Mgr.: Ethel Michalson. Booker: Gertrude Epstein. Emerg. Phone: DUpont 7-7200.
- COLUMBIA, 711 Fourth St., N.W.—NATIONAL 8-4035**
Br. Mgr.: Ben Caplon. Office Mgr.: Fred Sopperstein. Sales: Jimmy Whiteside, Jack Sussman, Chick Wingfield. Bookers: Elmer Moore, Jesse Smith. Cashier: Florence Donahue. Field Exp.: Sid Zins. Emerg. Phone: DUpont 7-7200.
- CONTINENTAL, Stanley Warner Bldg., Room 1034, 13th and E Sts., N.W.—DISTRICT 7-6058**
Representative: Sheldon Tromberg. Emerg. Phone: DUpont 7-7200.
- JOE GINNS, 1005 New Jersey Ave., N.W.—DISTRICT 7-7883**
Office Mgr. and Booker: Elmer McKinley.
- METRO-GOLDWYN-MAYER, 1009 New Jersey Ave., N.W.—DISTRICT 7-6530**
Br. Mgr.: Jack Mundstuk. Sls. Mgr.: Joe Kronman. Office Mgr.: Ed Kushner. Sales: Olmsted Knox, Elbert Grover. Bookers: Henry Ajello, Jack Dean. Cashier: Anna Ridgely. Field Exp. Jack Foxe. Emerg. Phone: DUpont 7-7200.
- PARAMOUNT, 306 H St., N.W.—NATIONAL 8-7661**
Br. Mgr.: Herbert Gillis. Office Mgr.: William Fischer. Sales: Herb Thompson, George Kelly, Jack Howe. Bookers: Billy Benick, Bob Cunningham, Al Landgraft. Cashier: Ida Green. Field Exp.: Mike Weiss. Emerg. Phone: DUpont 7-7200.
- PEERLESS, 4811 Wisconsin Ave., N.W.—EMERSON 2-8712**
Br. Mgr.: Teddy Shull. Emerg. Phone: DUpont 7-7200.
- 20TH CENTURY-FOX, 415 3rd St., N.W.—DISTRICT 7-8420**
Br. Mgr.: Howard Kinser. Soles: Tom Cosgrove, Charles Krips, Jr., Fritz Goldschmidt. Bookers: Jack Kohler, Bob Grace, Marion Bowen. Cashier: Agnes Turner. Field Exp.: Hal Marshall. Emerg. Phone: DUpont 7-7200.
- UNITED ARTISTS, 1411 K St., N.W.—NATIONAL 8-6316**
Br. Mgr.: Ed Bigley. Sls. Mgr.: Ed Fontaine. Office Mgr. and Head Booker: Luther Buchanan. Sales: Bob Friedman, E. W. McKinley. Bookers: Carl Skaggs, Maynard Madden. Cashier: Pauline Gittelsohn. Field Exp.: Max Miller. Emerg. Phone: DUpont 7-7200.
- UNIVERSAL-INTERNATIONAL, 227 H St., N.W.—METropolitan 8-4141**
Br. Mgr.: Alex Schimel. Office Mgr.: Harry Hower. Soles: Bob Miller. Bookers: Ray Forman, Mary Grasso. Field Exp.: David Polland. Emerg. Phone: DUpont 7-7200.
- VALIANT, 1013 New Jersey Ave., N.W.—DISTRICT 7-9435**
Br. Mgr.: Hy Bettinger. Office Mgr.: Bill Georing. Cashier: Alyce Katz. Emerg. Phone: HUDson 3-7798.
- WARNER BROS., 901 New Jersey Ave., N.W.—NATIONAL 8-1130**
Br. Mgr.: Ben Bache. Office Mgr.: Mike Kline. Sales: Oscar Kantor, Don Bransfield. Bookers: Ethel Risdon, Sadie Bowles. Cashier: Charles Groff. Emerg. Phone: DUpont 7-7200.
- WHEELER, 1015 New Jersey Ave., N.W.—STERLING 3-8938**
Br. Mgr.: Samuel N. Wheeler. Sales: Jerry Murphy. Booker: Doris Chown. Emerg. Phone: DUpont 7-7200.

• Supply Dealers

- J. F. DUSMAN CO., 12 E. 25th St., Baltimore 18, Md.—BELmont 5-2747**
- BEN LUST THEATRE SUPPLY CO., 1001 New Jersey Ave., N.W.—NATIONAL 8-5376**
- NATIONAL THEATRE SUPPLY, 417 St. Paul Place, Baltimore—MULberry 5-8266**

• Signs, Advertising and Printing

- ARCADE PRESS, 5436 Harford Rd., Baltimore—HAMilton 6-1150**
- MARYLAND DISPLAY, 400 W. Lombard St., Baltimore—SARatoga 7-9789**
- THEATRE ADVERTISING CO., 704 New Jersey Ave., N.W.—DISTRICT 7-8160**

• Film Delivery Services

- BALTIMORE-WASH. EXPRESS, 5436 Hartford St., Baltimore—HAMilton 6-4410**
- CLARK TRANSFER, INC., 1638 Third St., N.E.—DUpont 7-7200; 1320 Bayard St., Baltimore—VE-7-8820**
- ELLIOTT DELIVERY SERVICE, 2130 24th Place, N.E.—LAWrence 6-3385**

• Service Companies

- ALTEC SERVICE CO., Albee Bldg., 15th and G St., N.W.—METropolitan 8-0874; 213 N. Calvert St., Baltimore—MULberry 5-5791**
- RCA SERVICE CO., Room 412, Albee Bldg., 15th and G St., N.W.—NATIONAL 8-9016; Court Square Bldg., Baltimore—PLaza 2-6627**

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CANADIAN Highlights

By Harry Allen, Jr.

A 12-PAGE ROTOGRAVURE HERALD, with two pages in several colors, symbolizes a drive by Famous Players Canadian Corp. to boost box-office revenues. The drive, which began Sept. 4, is a four-week coast-to-coast drive to stimulate attendance and also see \$2,000 split among the managers of the theatres. Each of managers in the country's largest circuit are identified by name on a red-and-gold convention badge (as are all who meet the public). The campaign began with the district managers holding small and informal round-table sessions with managers prior to the kick-off. The cash jackpot will be divided equally for distribution among showmanship winners in the eastern and western divisions.

The herald was produced through art director Tom Chatfield and staff working under James R. Nairn, advertising and publicity chief. A half-million of these, turned out by Photo Engravers and featuring a drum majorette on the front cover, were distributed in various ways in the course of the drive. Samples were sent to each of Famous Players' 9,000 shareholders. The drum majorette theme is also carried on colorful silk screen posters. An extensive radio campaign backs up the drive. Current features are emphasized at point of exhibition, as is a trailer for the screens. One-sheets, display banners, all featuring "Big Parade of Hits," are available. Newspapers got a special bulletin with a wide range of drop-ins and borders.

Distributors are grateful for the boost being given the industry through FP's extensive advertising and promotion campaign. They collect bigger revenues, and are assisting with increased advertising budgets.

TWENTIETH CENTURY THEATRES recently picked up a bill for \$100,000 for the refurbishing of the Capitol, Galt, Ont. The theatre, the only one in the city, was closed for six weeks while the rebuilding was underway. Supervising for 20th were M. L. Axler, general manager of theatre operations; John S. Kurk, district manager; and Lorne Greer, supervisor of projection. The theatre was officially opened by N. A. Taylor, president of the circuit, after Frank Martin of the Board of Trade, representing the Mayor, expressed the appreciation of the people of Galt. "We have spared no expense to make this the most beautiful, the most comfortable, and the most inviting theatre for many miles around," Taylor said. Taylor and Martin were introduced by Robert N. Hubbard, manager, who entered the industry as a 15-year-old projection apprentice in Britain and who has been in the industry 17 years. Opening feature was Paramount's "The Pleasure of His Company." A special eight-page supplement in the Galt Evening Reporter told readers about it. Until some time ago, Galt, a city of 25,000, had three theatres. The Capitol was opened in 1930 by a group of local residents and purchased from them in 1933 by Famous Players. First film seen in Galt was 53 years ago when the first theatre, the Star, was opened. . . . The film festivals are starting to cut into distributors' operations and giving them irritation. This was revealed by John Hayes, director of the Stratford Film Festival. The Stratford Festival completed its eighth season this month. Of 13 film festivals approved by the International Federation of Associations of Film Producers, Canada—a country without a feature film production industry—has three, the others being those of Vancouver and Montreal. Distributors' enthusiasm is dampened by the fact that the festivals tie up a print for a couple of months. Sometimes governments help overcome the disinclination of the distributor with the rights to a particular film, and it is made available.

U.S. Lags At Venice Fete

VENICE, ITALY—Hollywood only won a single award, a Cinema Nuova gold plaque to Geraldine Page in Paramount's "Summer and Smoke," in the 22nd Venice International Film Festival.

France's "L'Annee Derniere a Marienbad" ("Last Year At Marienbad") took the grand award, the Gold Lion of St. Mark, while the seven-man jury gave the gold Count Volpi cup for the best actor to Japan's Toshiro Mifune for his role in "Yojimbo." Suzanne Flon was named best actress for her performance in Yugoslavia's "Thou Shalt Not Kill."

Italian entries won nine prizes with France coming in second with three.

"Companions" To WB Abroad

NEW YORK—Warner Bros. will distribute "The Deadly Companions," a Pathe-America presentation, throughout the world outside the United States and Canada, it is announced by Wolfe Cohen, president of Warner Bros. Pictures International Corp., and Budd Rogers, president of Pathe-America Distributing Company.

"The Deadly Companions" is being distributed by Pathe-America itself in the United States.

L. A. Fights Fast Buck Films

LOS ANGELES—Councilman James Harvey Brown in a resolution unanimously adopted by City Council called upon State Legislature to have appropriate committees investigate and propose legislation that "would place fast buck, fly by night film makers under proper restrictions."

The resolution declares that "the reputable Hollywood motion picture industry will be faced with the threat of censorship as a means of putting a stop to the production of these pornographic films." It was estimated that nearly 50 of these cheaply-made films featuring nudity and sexual themes are being made, or will be made, in the near future.

Levine-Aldrich Plan Two

NEW YORK—Joseph E. Levine's Embassy Pictures Corp. and the Associates & Aldrich Company, the film production organization headed by director Robert Aldrich, have entered into a two-picture production agreement for 1962-63.

The initial venture under the agreement will be "Whatever Happened to Baby Jane?" a suspense novel by Henry Farrell. Aldrich will personally direct the drama of a psychopathic relationship between two sisters, one a former child vaudeville star.

Catholic Grads See "Summer And Smoke"

CINCINNATI—Paramount Pictures and producer Hal Wallis accepted an invitation from the International Federation of Catholic Alumnae for the special showing of Wallis' production of Tennessee Williams' "Summer and Smoke" at the Federation's triennial convention here last week.

Approximately 1,000 members of the Federation, which represents Catholic college and university graduates from throughout the United States, attended the showing of the Panavision-Technicolor drama at the RKO Palace.

An open forum on the theme, content, and treatment of the film followed the screening. Leading the discussion were the Very Reverend Monsignor Thomas F. Little, S.T.L., executive secretary of the National Legion of Decency, and Mrs. James F. Looman, chairman of the motion picture department of the International Federation.

In announcing that Paramount and Wallis had accepted the Federation's invitation, Mrs. Looman said that "Summer and Smoke," which has received an A-III rating from the Legion of Decency, is an outstanding example of how a motion picture can be presented with taste and integrity."

ASCAP Sets PR Program

NEW YORK—Stanley Adams, president, American Society of Composers, Authors and Publishers, and Howard Dietz, chairman of the Society's public relations committee, announced that the Lynn Farnol Group has been engaged to carry on an information research program and general public relations in behalf of the Society's 8055 composers, authors, and publishers.



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Theatre Installations and Maintenance

Lenekoff Heads B'way Houses

NEW YORK—Murray Lenekoff recently became affiliated with City Entertainment Corporation and will direct all operations of City Entertainment's two Broadway theatres, the Astor and Victoria. His duties will include the buying of film attractions.

Prior to his affiliation with City Entertainment, Lenekoff was assistant to Eugene Picker during Picker's tenure as president of Loew's theatres.

Hyman Heads AB-PT Meet

KIAMESHA LAKE, N.Y.—Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, Inc., was to preside at a meeting of his company's affiliates last week at the Concord Hotel here.

At the meeting, the unified national exhibitor campaign to increase attendance, spurred by Hyman and to be maintained on every local level in this country and Canada, was to be formally inaugurated.

FORE!!!

VARIETY CLUB GOLF TOURNAMENT and DINNER DANCE

at Green Valley Country Club

Friday, September 29



Fun galore! SPECIAL PRIZES for 9 Holers! Favors for the ladies—Door Prizes for lucky number holders—Blind Handicap and Low Gross Golf Prizes—Gin Rummy Prizes for non-golfers!

Dancing to music by Joey Singer! Hors d'oeuvres and Dinner by the One and Only MAXWELL!

TICKETS: \$15.00 MEN; \$7.50 LADIES



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Protest To Theatre, Mayor Tells Moralists

PORTLAND, ORE. — Public protests against the showing of "Not Tonite, Henry," were brushed aside by the Mayor's office here with the statement that the picture could not be termed "obscene in the eyes of the U.S. Supreme Court."

Mayor Terry D. Schrunk said protests against questionable movies are more effective when directed to the theatres and "some of the news media that publicize them."

He said the Paramount had complied with an adults only classification.

The Mayor said questionable movies can be curbed only by "adverse public reaction," and that both he and Police Chief David H. Johnson are urging stricter supervision by Portland families over entertainment. Viewers appointed by the police chief did not deem the picture obscene, in view of Supreme Court definitions, he said.

20th-Fox Appoints Cooper

NEW YORK—Saul Cooper has been retained by 20th-Fox in the newly created post of coordinator of national media publicity of the company's important upcoming attractions, it was announced by publicity director Edward E. Sullivan. Cooper will serve under Nat Weiss, 20th-Fox publicity manager.

First among Cooper's projects are "Cleopatra" and "The Longest Day," for which he will represent the company among national magazines and book publishers, serve as photographic consultant, and innovate and develop photographic and textual essays.

Cooper resigned his post as assistant Publicity manager at Paramount Pictures to accept the new assignment. Prior to that he was publicity director of Dudley Pictures Corp. during the production of "Cinerama-South Seas Adventure." For seven years with the Lynn Farnol Group, Cooper was the account executive for Stanley Warner Corp., Rodgers and Hammerstein, and Cinerama Productions Corp.

New House For N.Y. Town

NEW YORK—Berk and Krumgold, theatre realty specialists, announce plans for the erection of a new indoor theatre at Spring Valley, N.Y., to replace the Valley, which was destroyed by fire last December. The new operator will be Howard Lesser, who also owns and operates the Roslyn, Roslyn, L.I.

The theatre will be called the Spring Valley and will have a seating capacity of 600, with auditorium type seating.

Scheduled to open on Feb. 1, the theatre will be equipped for 70mm projection and have modern equipment throughout and parking facilities for 600 cars.

The architect for the theatre is Drew Eberson and the builder is Sam Eidelberg. Suffern, N.Y.

T-L Acquires New Rep

NEW YORK—New representation in the Los Angeles, Denver, and Salt Lake territories has been acquired by Trans-Lux Distributing Corporation, it was announced by Richard Brandt, president.

Trans-Lux is now being represented in these areas by Emerson Film Enterprises, Hollywood. Emerson is headed by Joe Emerson, veteran film distributor and formerly division manager for RKO and DCA.

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PHYSICAL THEATRE • EXTRA PROFITS



Stanley Warner's new Cheltenham in the Cheltenham Shopping Center, Philadelphia, is an example of modern architecture mixed with magnificent decor. Photo shows architect Drew Ebersson's sketch of this outstanding conventional theatre. For picture story about the recently opened Cheltenham, see page PE-6.

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.

Volume 16

Number 9

September 13, 1961



*In soft drinks, as well as in films, quality builds volume and volume, in turn, builds profits. Perhaps this explains why over 90% of all theatres serving beverages feature **Coca-Cola**...the quality soft drink!*

TAKE ADVANTAGE OF THE CONTINUOUS YEAR-ROUND MERCHANDISING SUPPORT AVAILABLE FROM THE COCA-COLA COMPANY. See your representative for Coca-Cola or write: Mgr., Theatre and Concessions, Dept. S-T, The Coca-Cola Co., P.O. Drawer 1734, Atlanta 1, Ga. COPYRIGHT © 1960, THE COCA-COLA COMPANY. "COCA-COLA" AND "COKE" ARE REGISTERED TRADEMARKS.

EDITORIAL

Staff Training

Training your staff to present to your patrons is a job that requires constant diligence and much patience. But the job must be done well at all costs, for a poor staff will lose the patrons that you try to hold with careful booking and a well-planned physical plant.

All members of your staff should have jobs specifically designed for them, and beside their normal duties, they should be able to function in any capacity at a moment's notice. If your cashier is absent, one of your ushers should be able to do her job efficiently and effectively. And this is also applicable to the personnel behind your concessions counter, as well as those who serve as traffic coordinators, ticket-takers and ramp attendants.

It is very important for you to plan some kind of training program, as well as a program for periodical and not-too-infrequent checks on your employees. Remember that if you train your employees and then forget to keep a constant eye on them, some may soon disregard your instructions, with the possible consequence of alienating your patrons.

First and foremost, all of your employees must present a clean appearance, both personal and in uniform. This is especially necessary for those who work with food items. None of your patrons will purchase from employees with unclean habits.

The second most important factor is efficiency. Each of your employees should know thoroughly his or her job and be able to perform it with complete ease. It is necessary for your patrons to believe that they are being serviced by capable and experienced workers. They expect this, and will not continue patronage if you do not show them that they can trust your employees.

Teach your employees how to give courteous and concise answers to all questions. Teach them the importance of giving simple, easy-to-follow directions. Movie-goers appreciate this.

Each person in your employ should also understand the elements of first aid and know how to handle any emergency situation with ease and capability. Most local fire and police departments will be happy to explain the elementary safety rules to your employees. Local Red Cross and "Explorer" Boy Scout troops will also help with this type of instruction. But the important thing is to make sure that your employees know and understand what measures to take in case of an emergency. Periodically ask them to go through a "dry run" case to prove their proficiency.

Stress the importance of good manners, intelligent answers, knowledge of safety practices, and general good grooming and cleanliness to your employees and they will develop the habits that will attract your patrons. But always remember that one of the best ways in which you can stress these factors is by setting the example yourself.

And after you have trained a top-notch staff, tell your public about it. Advertise the fact that your people are qualified to provide the best possible entertainment with the greatest possible comfort. Your potential patrons will enjoy knowing that they are in for a treat when they patronize your theatre.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of **MOTION PICTURE EXHIBITOR**, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved. Lee Lapensohn, Editor.

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... and so are your patrons

Give your patrons comfortable seats . . . and they'll enjoy them! Lumpy, saggy, torn seats keep customers away . . . by miles! Our fast, inexpensive rehabilitation job makes seats like new, makes new customers, and you don't miss a performance. Call us in NOW for an all-inclusive, unbelievably low estimate!

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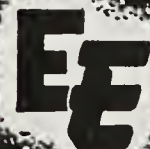
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BETTER PROJECTION LIGHTING!**



The New
Strong **U·H·I**
165 Ampere
ARC LAMP
for 35 and 70 mm projection

30° LOWER OPERATING TEMPERATURE

Ventilating system provides 70% more air, a complete change every five seconds. 100% more air sweeps over both faces of the cold type reflector which is integrated with the rear door. Uses any exhaust system adequately with lamps operating at 90 amperes or higher. Little, if any, scum forms on the mirror, greatly extending its life.

NO FLEXIBLE TUBING, CLAMPED OR WELDED CONNECTIONS TO LEAK

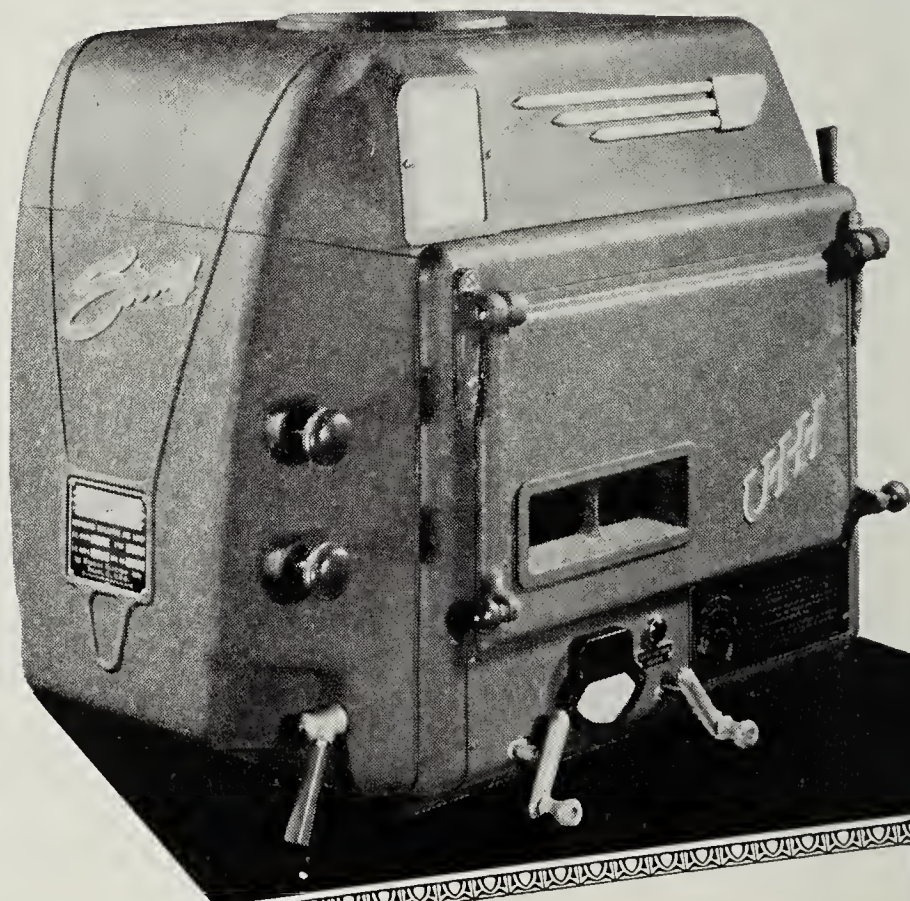
One-piece conducting tube for each heavy duty, long life, pure silver water cooled positive carbon contact, is fully enclosed to forego breakage of connections.

20-INCH 13.6 MM POSITIVE

Projects a double reel more than lamps which cannot accommodate this length.

INTEGRATED LIGHTRONIC CONTROL AT NO EXTRA COST

Advances carbons by means of separate Bodine geared head motors, to maintain uniform arc gap length and accurately position crater at exact focal point of the reflector. Automatically maintains a screen light of constant intensity and color. Does not require resetting when changing the range of operation or film width.



Warranty

Strong will replace without cost any non-abused parts (with the exception of reflectors, which are covered by a separate warranty), for a full year period.

Demonstration without obligation.
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THE STRONG ELECTRIC CORPORATION
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An innovation in theatre construction is being planned with the building of the new RKO 23rd Street in New York City. This will be the first motion picture house in Manhattan to be built in a park-like setting completely landscaped on all four sides.

This new idea eliminates old-fashioned alleys and stage door entrances. A long term lease for this new theatre was signed jointly by Harry Mandel, president of RKO Theatres, and Abraham E. Kazan, president of the Mutual Redevelopment Houses, Inc. It will be built as part of the Penn Station South Project on 23rd Street near 8th Avenue, and will be operated as part of the RKO theatre chain.

The theatre, in addition to serving the entertainment needs of the 2,820 families in the project itself, and drawing from adjacent Greenwich Village and other sections of the metropolitan area, will be an important addition to the recent modernization and transformation of Greenwich Village and New York City's lower West Side.

John J. McNamara, architect for the RKO Theatres, and Herman J. Jessor, architect for the development, are completing plans for the 900-seats house on a plot that measures 75 x 175 feet. In addition to being ultra-modern and affording complete comfort the theatre will be equipped with all-purpose projection to permit the showing of 70mm and CinemaScope films.

The architects are including many novel departures from the conventional in their plans. A waterfall curtain on glass is to separate the main foyer from the auditorium. A coffee room, lounge, air-foam seats, equipment for complete temperature control, and lavish concessions counter will add to the patrons' comfort and enjoyment.

Construction of the new theatre will start this month with an expected opening at Eastertime, 1962.

RKO 23rd Street To Have Completely Landscaped Area



PHYSICAL THEATRE

Vol. 16, No. 8

September 13, 1961

Sherman, Brotman To Build Hard-Top Theatre To Be Built In Suburb Of Chicago

Permits have been taken out for the construction of a new 1500-seat hard-top to be erected on Harrison Street and the Congress Expressway, adjacent to the Hillside Shopping Center in Chicago.

Sponsors of this \$600,000 project are Leonard H. Sherman, realtor and builder, and Oscar A. Brotman, attorney and motion picture exhibitor.

The plans include stereophonic sound, Todd-AO screen, foam rubber seats, a section devoted for fine art displays, and an extra-large foyer. A single feature policy showing only the top attractions will be the format.

Instead of the usual shovel-digging ground breaking ceremonies, arrangements have been made with Doris Day to press an electronic button in Hollywood, which will set in motion the actual Hillside construction.

The modern architectural treatment will emphasize the light and informal feeling of suburban living, the co-owners state. Interior decorators are now submitting sketches to Sherman and Brotman for the job of planning and installing furniture and decorating the foyers.

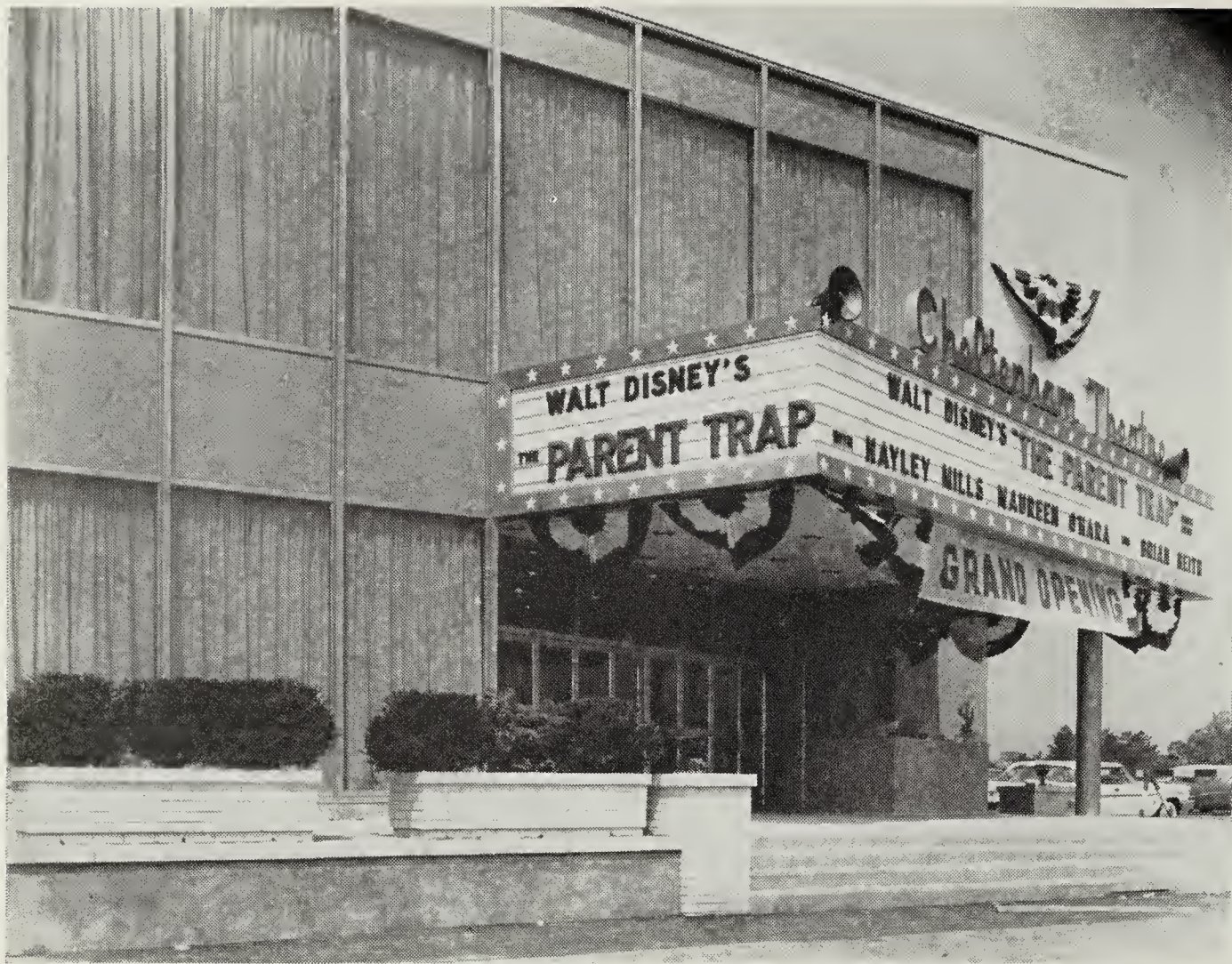
Ed Novak, Chicago district manager of National Theatre Supply, the firm that is furnishing the theatre's equipment, stated that, "The Hillside will be one of the most beautiful theatres in the middle west and I predict that it will win the trophy for the Most Outstanding Theatre of the Year."

Two glass enclosed sound proofed rooms will be available in the rear of the auditorium for private theatre parties.

Opening is scheduled for the late Fall of this year.



SW OPENS CHELTENHAM



Philadelphia's newest suburban theatre, the Stanley Warner Cheltenham, was recently opened in the sprawling Cheltenham Shopping Center. This new theatre is a most beautiful example of modern architecture, mixed with excellent decor and top-notch equipment.

Located in a modern and extensive shopping center, the Cheltenham offers patrons free parking for 5,000 cars. The theatre is easily accessible to large segments of the City's huge population.

The exterior of the theatre utilizes white brick in keeping with the other buildings in the center, but is accentuated by blue terra cotta screen-like panels, effecting light. Another architectural feature is the "open-up" affect, letting potential patrons view the lobbies and foyers from the exterior of the theatre.

Interior designs utilize exciting colors in keeping with the basic red carpet, blue and white walls of the auditorium, and white and gold in both foyers and lounges. Furniture and pictures, as well as accessories, are in keeping with the established modern decor.

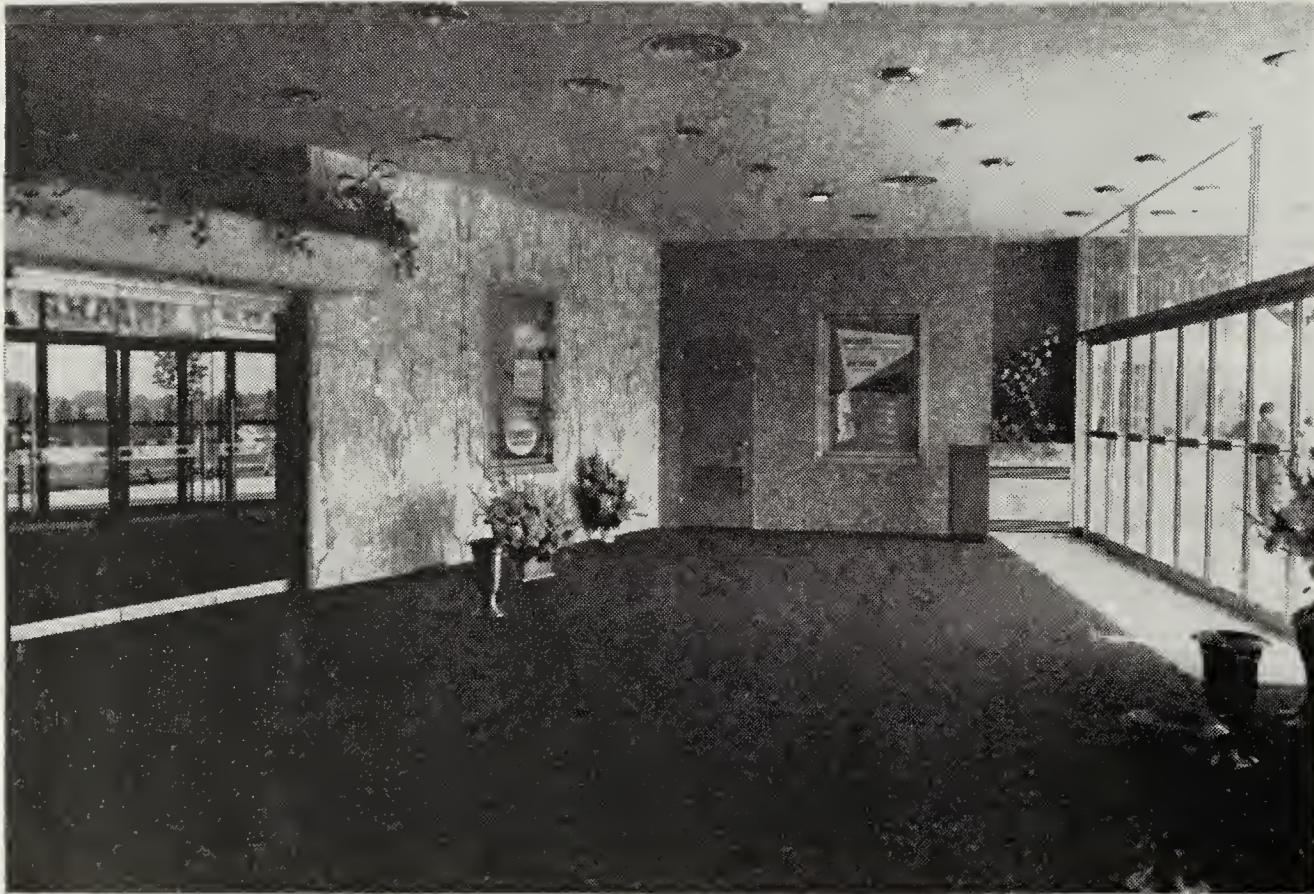
Drew Ebersson, well-known theatre architect, introduced the clean lines of ancient Greek architecture for the auditorium. On either side of the auditorium are six sculptured plaques, representing the white marble friezes of the Parthenon. These plaques are pure white and softly lighted, giving them an accent against the dark blue walls.

The sculpturing was performed by Shirley W. E. Simmons, using modern plastic materials. The plaques are exact replicas of the sculpturing found in the Parthenon; the originals now being in the British Museum.

The lounges have reproductions of paintings by Marc Chagall, and three serigraphs by Bradford. Following in the Greek theme, there is a large pen and ink drawing depicting the Parthenon by the young French artist, Eric Neville.

For the comfort of the 1200 patrons, American Seating installed their comfortable "lounger" chairs. The installation is such that all patrons will have adequate room to pass

(Continued on page PE-14)



EXTRA PROFITS

Devoted exclusively to refreshment operations at indoor and drive-in theaters, sales of confection, popcorn, beverages, food and other profit equipment, concession management and design, producing items, food preparation and vending

Lee Lapensohn, Editor

September 13, 1961

Concession Displays



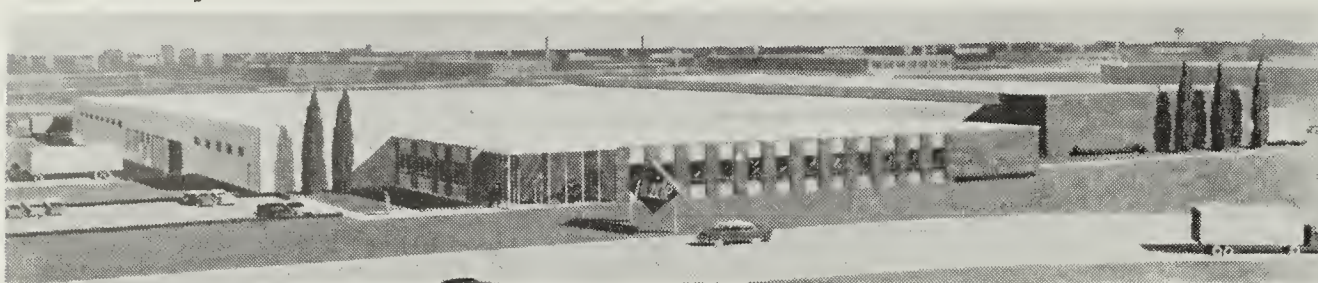
Confucius said that a picture is worth a thousand words. Jack Fitzgibbons, Jr., of Theatre Confections Limited, Canada, sent us the following pictures of concession



counters in his operation. All of the photographs "speak" for themselves. They are excellent examples of confection showmanship.—Ed.



Henry Heide To Construct New Jersey Plant, Offices



Henry Heide, Inc., one of the oldest American candy manufacturers, recently broke ground for a new automated plant in New Brunswick, N. J. The company's plants have been landmarks in New York City for 92 years.

The move has been announced by Andrew H. Heide, president and grandson of Henry Heide Sr., founder of the company. Heide said, "Our new plant and its facilities will enable us to develop our full potential in today's fastpaced, ever-changing producing, merchandising and marketing climate."

The fully automated plant will be housed in a one-story masonry steel and glass structure. It will occupy four acres of a 10-acre

tract in a new industrial park in New Brunswick and will be the largest industrial plant to be erected in the New Jersey city in recent years. Occupancy is scheduled for June of 1962.

The new building will feature a 15,000 square foot air-conditioned office area, truck loading docks, rail siding, automatic sprinkler system, unit heaters, straight-flow "ultra-engineered" production lines and finished stock storage areas.

Heide candies and bakers' products are known throughout the world. Such brands as JuJubes, Jucyfruits, Chocolate Sponge, Diamond Licorice Drops, Darling Creams, and Red Hot Dollars are registered in 30 countries.

18 SMPTE Fellowships Given

Eighteen members of the Society of Motion Picture and Television Engineers have been elevated to Fellow Membership Status, president John W. Servies, announced.

Each year, Fellow Memberships are conferred upon individuals who have, by proficiency and contributions, attained an outstanding rank among engineers and/or executives of the motion picture and t.v. industries.

This year, the Society's Fellow Membership Committee, under the direction of chairman Norwood L. Simmons, selected the following persons for the honor: Dr. Jeofry S.

Courtney-Pratt, Bell Telephone; John A. Flory, Eastman Kodak; Harry Teitelbaum, Hollywood Film Co.; George A. Mitchell, Mitchell Camera Corp.; Howland Pike, Ansco; Dr. Frank G. Back, Zoomar, Inc.; John L. Forrest, Ansco, and Kenneth Blair Benson, CBS Television Network.

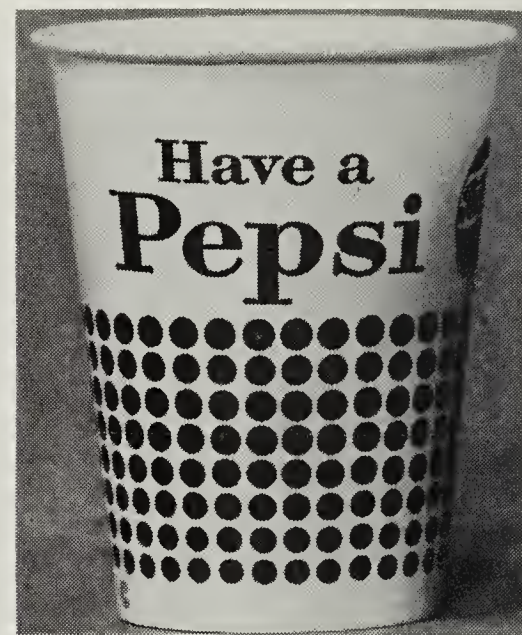
Also: James W. Bostwick, General Motors; John H. Jacobs, Bell & Howell; Joseph Ruttenberg, MGM Studios; William D. Hedden, Calvin Productions; Spencer W. Caldwell, CTV Television Network Ltd.; James A. Barker, Capital Film Laboratories; Forrest A. Richey, Eastman Kodak; John Kiel, Photo-Sonics, Inc.; Don V. Kloepfel, General Film Laboratories, and Kurt Singer, RCA.

D-I To Have Expositions

Prudential Theatre chain, first in the industry to introduce and operate an indoor-outdoor theatre, has come up with another brand of showmanship to supplement its regular double feature programs.

Beginning in October, the All-Weather Drive-In, Copiague, Long Island, New York, will present a series of "Home Show Expositions." The first show will be complete with prizes, cooking lessons, and the "come to the fair" atmosphere.

According to Charles Harrow, who is in charge of the expositions, subsequent shows will include: auto; boat; garden; sportsmen; pet; hardware; children's wear, and a winter carnival with a live ice show. The shows, Harrow explained, will be presented in bi-monthly intervals. In addition to the home shows, patrons will be able to view the regular double features at no additional charge.



To keep up with its new advertising and the Pepsi personality, Pepsi-Cola's Cup has been redesigned and will soon appear nationally in various sizes. Red lettering and a sequential pattern of blue circular dots provide a striking, clean design created by William Joachim, industrial designer, and Max Lomont, Pepsi's art director.



SWEETEN YOUR POPCORN PROFITS

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Cretors AUTOMATIC Caramelcorn mixer and YOUR PRESENT Popcorn Machine

- A candy item with popcorn profits!
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Cretors AUTOMATIC

Caramelcorn Mixer Cooks and Power Mixes 25 lbs. Caramelcorn per Hour!

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Westrex Gets Larger Quarters

The Westrex Recording Equipment division of Litton Systems has moved to larger quarters in Beverly Hills, vacating the Hollywood building it occupied for 25 years.

New location is 335 North Maple Dr., Beverly Hills, in a 30,000-square-foot building adjoining headquarters of its parent corporation, Litton Industries, Inc. Need for more manufacturing and development space forced the move from the Hollywood building in which it developed some of the most advanced sound recording equipment and systems used today by the motion picture, radio, and phonograph record industries. The company recently has expanded into development and production of recording equipment for industrial and military users.

The former Westrex building at 6601 Romaine St., which it shared with Todd-AO, was sold to Cascade Productions.

Westrex Bulletin Available

Westrex Densitometers for density measurements of color and black-and-white positive or negative motion picture film and optical sound tracks are described in a new brochure available from the Westrex Recording Equipment division of Litton Systems, Inc.

Direct reading of the print or sound track density is made as the motion picture film is held in place. Photos, drawings, charts and a complete description are included in the six-page bulletin. Copies are available.

Music Hall Gets New Screen

Radio City Music Hall's motion picture screen, one of the largest indoor screens in the world, was replaced recently with a new Hurley screen of the same giant specifications.

The Hurley screen, which measures 70 feet by 40 feet and is mounted in a frame 107 feet by 47 feet, is made of plastic laminated on cloth and is pierced by some 12 million holes to permit sound transmission.

The Music Hall replaces its screen approximately every six months.

Norelco Installations In Penna.

The Cheltenham in Philadelphia and the Warner's in Erie, Pa., both Stanley Warner theatres, are installing Norelco Universal 70/35mm projectors Niels Tuxen, general manager of the Motion Picture Equipment Division of North American Philips Company, announced.

These two theatres are the 13th and 14th in the Stanley Warner chain to have Norelco 70mm projection equipment. Tuxen added that almost 130 U.S. theatres are now equipped with Norelco 70mm equipment. Among them is the new 1,600 car North Star Drive-In in Denver, now using Norelco 70/35 projectors for their huge 72' x 134' outdoor screen.

Century To Venezuela

Century Projector Corp. announced that Century 70 35mm projectors, with 6-4-1 channel all transistorized sound reproducing equipment, have been shipped for installation in the Presidential Palace, Caracas, Venezuela.

The sale was consummated by Century's foreign distributor Westrex Corporation. Installation and service will be handled by the Westrex office in Caracas.

Apollo Marquee Refurbished



Another example in the trend of theatre front modernization is the Apollo, New York City, where Artkraft Strauss Sign Corp. remodeled the Wagner changeable copy board and marquee. The display now presents one continuous opening with Plexiglas background. Wagner plastic and aluminum letters in various sizes are used to form the copy.

Granite City Plant Functions

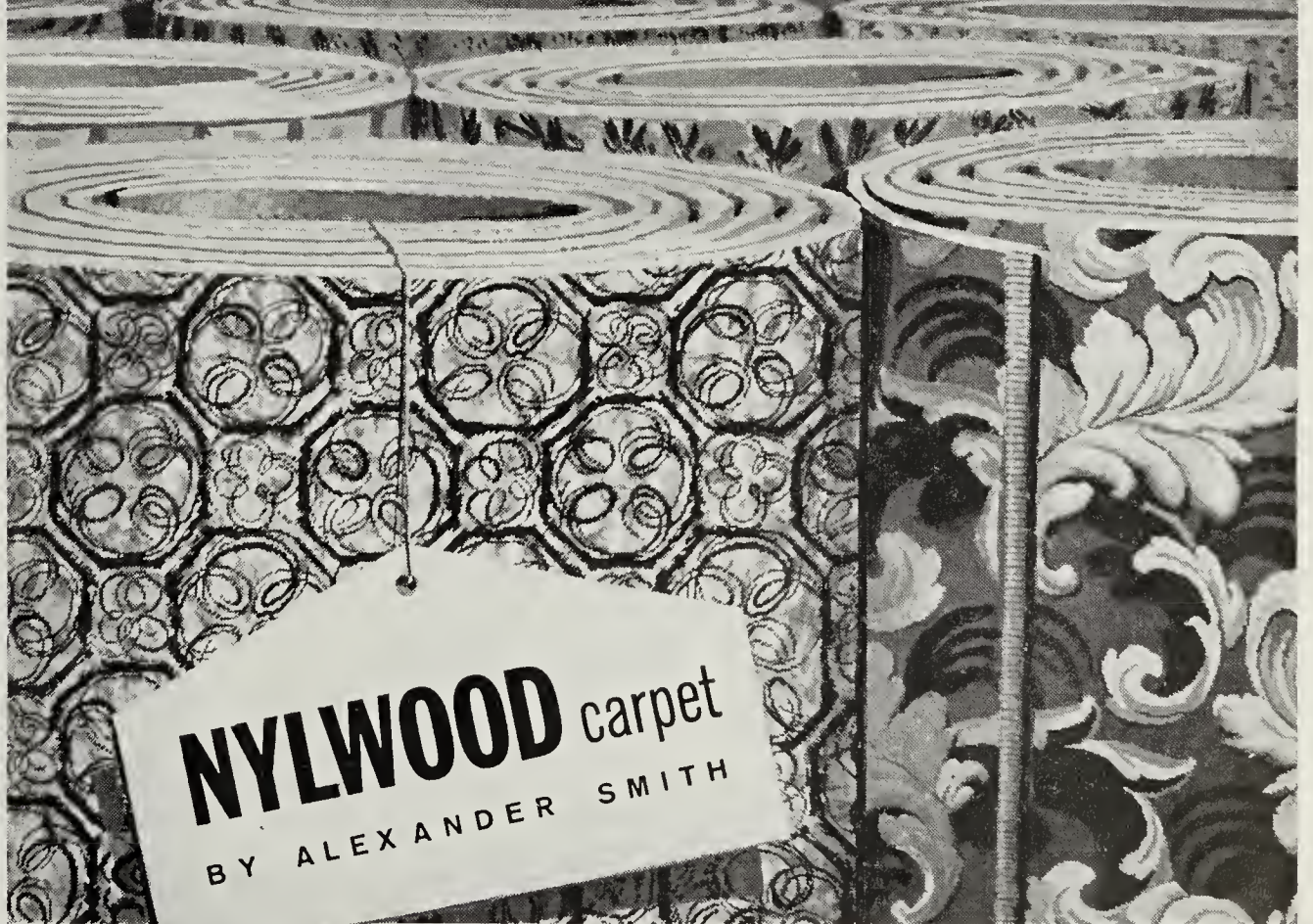
Royal Crown Cola Company's new Granite City, Illinois plant has begun canning operations, as well as the actual production and shipment of concentrate.

The new plant encompasses an area of 40,000 square feet, and will produce to supply the western two-thirds of the country.

Rayburn Philips is plant manager and Grady Toldon is plant superintendent. Both men were transferred from Royal Crown Cola headquarters in Columbus, Georgia.

PROVEN IN THEATRES EVERYWHERE

■ Nylwood carpeting by Alexander Smith is the uncontested king of theatre carpeting. Its patterns, its thickness, its blend of fibers, its tightness of weave, its color tones and patterns... have all been thoroughly theatre proven. Wear tests show that Nylwood will actually last twice as long as other theatre carpet in its price range! No wonder National Theatre Supply installs literally miles and miles of this carpet every year. Six magnificent patterns of Nylwood carpet are now available for immediate delivery from your nearby N. T. S. branch. Or a design can be custom made for you. Why not call for an estimate?



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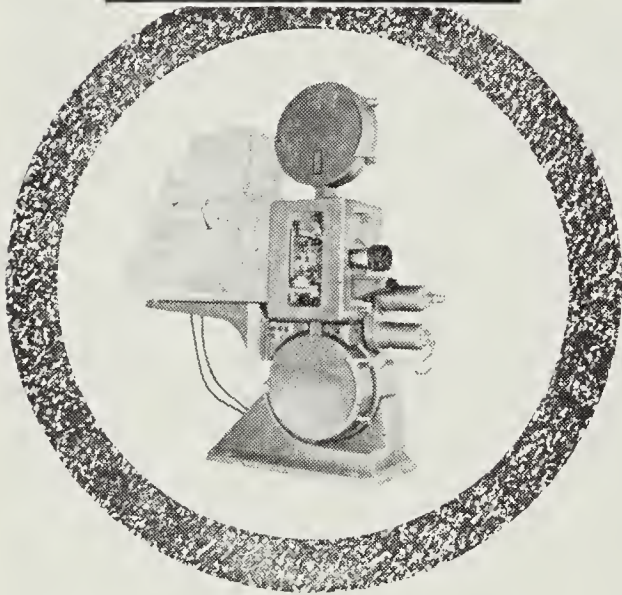


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NEWS NOTICES

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NEED

Norelco
70mm
PROJECTION



- **BRIGHTNESS** The Norelco 70 allows 3 or 4 times as much light to pass through as a 35mm projector.
- **SHARPNESS** The 70mm film image is far sharper because it is blown up only a fraction as much as the 35mm image.
- **ECONOMY** Projectionists report runs as high as 2,000 per print with the Norelco Universal 70/35.
- **FLEXIBILITY** Complete conversion from 70mm to 35mm takes less than 4 minutes with the Norelco.
- **RELIABILITY** The Norelco 70/35 is the most widely used, thoroughly proven 70mm projector in the world.
- **PROFIT** The dramatic superiority of 70mm projection pays off! The best of the great boxoffice attractions are being released on 70mm prints.

See your favorite theatre supply dealer today.

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MOTION PICTURE EQUIPMENT DIVISION
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Greever Elected Gladieux V-P

Perry B. Greever, general manager of the Gladieux Corp., a division of ABC Vending Corp., has been elected vice president and general manager of Gladieux, Virgil A. Gladieux, president, announced.

Greever will be responsible for overall direction of Gladieux's food service and vending network.

Gladieux, which consolidated with ABC Vending in February, has activities in more than 200 locations in nine midwestern, southern and eastern states.

Natl. Carbon Reorganizes

Growth, both past and future, is given as the principal reason for the current reorganization of the marketing forces at National Carbon Company, Division of Union Carbide Corporation.

With its line of industrial carbon and graphite products still divided into groups reporting to marketing managers, National Carbon has retained the marketing concept, but has now established a product manager and a sales manager in each marketing group.

Marketing managers reporting to W. C. McCosh, director of marketing, are: W. W. Palmquist, chemical and metallurgical products; J. W. Cosby, arc carbon products; J. E. LeMay, carbon products, and M. M. Rand, electrode and carbon refractory products.

Reporting directly to C. J. Chapman, vice president, marketing, are: W. G. Pitt, manager of new product market development, and P. J. Hastings, manager of nuclear and aerospace products.

Coca-Cola Sales, Profits Up

Sales and profits of The Coca-Cola Company for both the foreign and domestic operations for the first six months of 1961 exceeded the same period last year.

After providing for taxes and all other reserves, the consolidated net earnings were \$19,741,275 for the first six months of 1961, as compared with \$18,338,974 last year. These results include the New Minute Maid and Tenco Divisions for both 1960 and 1961. This is equivalent to \$1.43 per share, as compared with \$1.34 per share.

Recent appointments are: J. Lucian Smith, field sales manager, bottler sales, elected a vice president of the Company; J. W. Jones, formerly assistant treasurer was elected secretary and will continue as assistant treasurer, and C. F. Clements, formerly chief accountant, was appointed assistant controller.

Vermiculite Folders Available

Vermiculite Institute of Chicago has issued two new data sheets.

The first sheet summarizes a recent study made by an expert in fire insurance to define the relationship between fire insurance costs and roof construction. Analysis of four types of deck shows that vermiculite concrete roof decks effect an impressive saving in insurance premiums, from 23 per cent to as much as 82 per cent.

The second sheet supplies technical data for placing vermiculite concrete roof insulation over curved, sloped, or irregular surfaces, such as domes, folded plates, and hyperbolic paraboloids. Steel decks and formed or precast structural concrete decks are shown. A table of "U" values and a short form specification are included.

RCA Team Wins Award

A team of RCA physicists have been named recipients of the Journal Award of the Society of Motion Picture and Television Engineers, it was announced by SMPTE president John W. Servies.

Edwin C. Hutter, John A. Inslee, and Thomas H. Moore of the Astro-Electronic Division, Radio Corporation of America, are co-authors of a paper on "Electrostatic Image and Recording," designated the most outstanding paper originally published in the monthly SMPTE Journal during 1960.

Cinebox Available In U.S. Through Twomey Associates

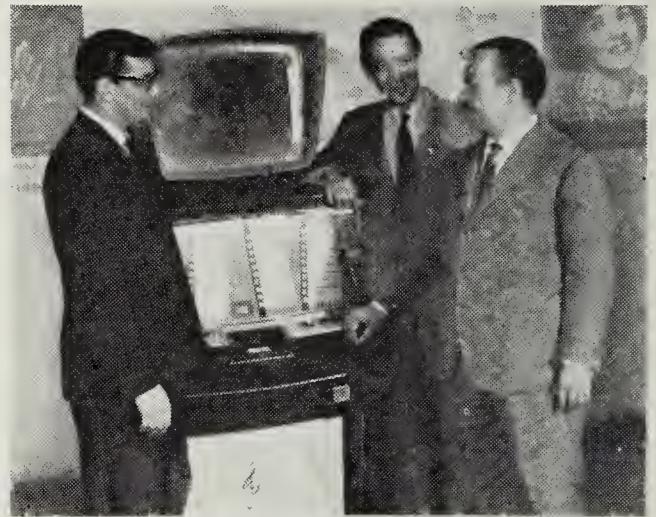


Photo shows Angelo Bottani, right, president of the Societa Internazionale Fonovisione, manufacturers of Cinebox, Hal Fenton, left, vice president in charge of sales, and Don Twomey, president of Don Twomey Associates, U.S. distributor of Cinebox.

Royal Crown Cola Sign Cited

The Royal Crown Cola Company won the outstanding merchandising award in the Point Of Purchase Advertising Institute's first annual competition.

Pat Dunham, art director of Mirro-Products Co., and Sam P. Moore, manager of P-O-P advertising for Royal Crown, were cited for their preparation of the award-winning display. Mirro-Products designed and manufactured the plastic sign which won first place in the three dimensional vacuum formed signs category.

Maillard Gets New Post

The Gevaert Company of America, Inc., announced the appointment of Claude Maillard as manager of their industrial sales department. In his new work, Maillard will be responsible for the sales of industrial x-ray films, recording materials, microfilm, magnetic tape, and scientific films and plates in the United States.

Gladieux To Feed Jersey Firm

A new food service and automatic vending program is being installed for General Instrument Corp. at Newark, N. J., by the Gladieux Corp., a division of ABC Vending Corp.

Present cafeteria facilities are being renovated into a 5,000 square-foot operation with two serving lines with new furnishings and a redesigned kitchen. The cafeteria will have capacity for about 400 persons.

In addition, Gladieux's vending setup will include a complete service for General Instrument's 1,500 employees.

Natl. Carbon Names McCosh

William C. McCosh has been named director of marketing for National Carbon Company, Division of Union Carbide Corporation. He succeeds Curry E. Ford who was recently appointed director of development for the company.

McCosh joined National Carbon in 1939. Since 1960 he has served as manager of carbon products in the marketing organization.

Royal Crown Sales Reach High

Earnings of Royal Crown Cola Co. for the six months ended June 30, 1961, amounted to \$583,035 after providing \$636,000 for federal and state income taxes; as compared with earnings of \$554,802 reported for the comparable 1960 period, after providing \$616,000 for federal and state income taxes.

Sales of the Company's products reached an all-time high for the six-month period.

A number of new franchises have been granted for both domestic and foreign markets and the continued expansion into new areas should add to sales and profits in future years, W. H. Glenn, president, said.

GFL Reaches Top Output

William E. Gephart, president, General Film Laboratories, film processing division of Pacific Industries, Inc., announced that his firm turned out more footage of completed film for motion picture and t.v. uses in its Hollywood facilities in the first three months of 1961 than in any previous three-months period in the company's history.

Gephart said that the increase was in both color and black and white film, and he feels it is due to a general business increase in the entertainment industries.

J. E. Currie Honored By N.T.S.



Photo shows W. J. Turnbull, president, National Theatre Supply Company, presenting gold watch to John E. Currie, vice president of N.T.S. Currie (right) received watch for 25 years of service to National Theatre Supply, a subsidiary of General Precision Equipment Corporation.

Armstrong Booklet Available

A 12-page color booklet describing a fire-protective acoustical lay-in system has been published by the Armstrong Cork Company.

The lay-in panels, approximately two by four feet in size, rest in a unique type of exposed grid system designed to withstand the intense heat of a fire. They can be lifted out at any time to permit easy access to plumbing lines, air conditioning ducts, and other concealed utilities.

The booklet, titled "A Significant New Development in Fire-retardant Ceilings," includes specifications for the lay-in units and is available without charge from the Company or any of its District Offices.

Brodsky To S.O.S. Photo

S.O.S. Photo-Cine-Optics Inc. announced the appointment of Harry Brodsky to their organization. Brodsky will supervise the firm's rental and leasing department.

Brodsky is a retired Air Force Lt. Colonel whose military service included detailed aerial assignments. For the past five years he was associated with Mark Shaw Studios in New York City.

Pepsi-Cola Declares Dividend

On August 23, 1961, the board of directors of Pepsi-Cola Company declared a regular quarterly dividend of 35 cents per share, payable September 30, 1961 to stockholders of record at the close of business on September 11, 1961.

Bennett To Replace Maillard

Ralph Bennett was appointed manager of the Gevaert Company's Denver district office, replacing Claude Maillard, it was announced. Maillard will manage the industrial sales department in New York for Gevaert.

Prior to his appointment, Bennett was sales and technical representative in the northwest territory.


Kodak Sales Drop Slightly

Eastman Kodak Company sales for the first half of 1961 held nearly level with those of a year ago, while earnings were lower, it was reported.

In the first 24 weeks, ended June 11, sales for 1961 were \$414.3 million compared with the 1960 figure of \$417.2 million. Net earnings for 1961 were \$49.5 million compared with last year's figure of \$55.0 million.



ASHCRAFT

 Super CINEX®

Light...beautiful, brilliant, dazzling light...and much, much more of it...is provided by the great ASHCRAFT Super Cinex projection lamp. Today's magnificent features demand it. And so do almost all the fine theatres in the world...theatres that can afford any lamp at any price!

ASHCRAFT MANUFACTURING CO., INC. 36-32 38th STREET, LONG ISLAND CITY 1, N. Y.

KILL THE CHILL

-you'll fill the till!



Install

Golden

HOT-SHOT ELECTRIC IN-CAR HEATER

- heats quicker . . .
- circulates more heat faster than any heater available—yet costs no more!

Why let your theatre investment lie idle 6 months a year when another 10% investment (Hot-Shots and wiring) will double your yearly return?

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1214 Cherry St., Toledo, Ohio

SOLD NATIONALLY thru theatre supply dealers

NEW PRODUCTS

... that have Theatre interest

Coca-Cola Company Develops New Dole Pacer Dispenser

The Dole Pacer, a new fountain dispenser for Coca-Cola was introduced by The Coca-Cola Company's Fountain Sales Department.

The Pacer is an ice-refrigerated, three-drink dispenser, which allows the dealer to dispense three different beverages from a single piece of sales-building equipment and it takes up less valuable counter space than two single-drink dispensers.

The Dole Pacer is the newest in the Pacer-maker line of dispensers for Coca-Cola. Utilizing all the plus features of the Dole Director introduced last year, the Pacer makes it possible for a dealer to use his own ice source for refrigeration, resulting in a substantial savings in equipment investment without cutting corners in quality, profits, or point-of-sale merchandising.

Replaceable, full-color transparency inserts, located at each end of the dispenser, depict arrangements of beverages and foods designed to stimulate impulse buying at the point of sale.

The syrup tanks and cabinet are made of durable, high-impact Implex plastic with a scratch resistant exterior finish. The base of the dispenser is aluminum and overall weight is 150 pounds, including ice and syrup.

The Pacer will dispense Coca-Cola and



two other carbonated or non-carbonated drinks. The base is designed to take the largest glasses, allowing dealers to trade-up sales with high-profit items such as Floats with Coke.

The syrup tanks hold 1½ gallons each, and an optional float-valve assembly can be used to cut in remote tanks when needed. Engineered and developed by the Engineering Department of The Coca-Cola Company in cooperation with the Dole Valve Company of Chicago, the Pacer reflects the latest achievement by Coca-Cola in fountain refreshment and dealer profits.

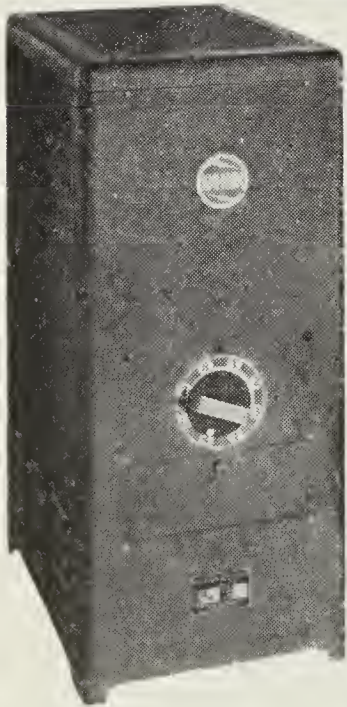
New Machine Invented For Post-Synchronization, Dubbing

Instant Sync is an invention for post-synchronization and dubbing which eliminates the present slow and expensive procedure and provides an accurate, almost instantaneous method of performing these tasks, Dennis Gunst, inventor, says.

The present method of loops, segments of the film that are projected over and over again continuously until the actor succeeds in replacing the original, faulty sound track or foreign language, is eliminated. Instant Sync uses an electronic audio principle wherein the original sound track is prepared with electronic start marks wherever the natural pause occurs in the speech pattern. When the actor is ready to read these lines again in a studio, it is simple for him to repeat his lines in the same manner he originally spoke them, this time with clarity and perfection and, almost always, on the first attempt.

A microphone, near the normal audio mikes, activates the machine as soon as the

Convert Now to Modern Silicon Rectifiers—the power savings alone can return your investment in a short time



Let us prove it to you this way

Send us complete information on your equipment—we will calculate the savings for you. You will be amazed when you see the figures which would range from \$400.00 to \$1400.00 a year, depending on operating time and power rate, silicon versus motor generator.

The KNI-TRON Silicon Rectifier line is complete from 15 through 180 amperes designed with individual SIL-CANS and SIL-TUBES. Rectifiers have no moving parts. Maintenance cost is reduced to a very minimum. Silicon, the rectifying agent, is 97/98% efficient, non-aging and hermetically sealed. All rectifiers, 100 ampere and above are furnished with Automatic Current Minimizer at no extra cost.

Also Selenium Rectifiers in models from 30 amperes through 180 amperes . . . Tube Type Rectifiers from 15 amperes through 80 amperes.

See your supply dealer or write direct.

THE KNEISLEY ELECTRIC CO.

Dept. P

TOLEDO 3, OHIO

- BRIGHTER LIGHT
- LONGER BURNING
- SHARPER PICTURE

Free Test Samples

Lorraine ORLUX Carbons

CARBONS INC., BOONTON, N. J.

- STEADIER LIGHT
- LESS ATTENTION
- PERFECT COLOR BALANCE

Free Carbon Chart

actor speaks. When he stops, the machine also stops, automatically. Thus he, or they, can go through their lines as quickly as normal speech habits require. If for any reason an actor makes a mistake, the sound take is reversed instantly and in a split second is ready, waiting for him to say the line again.

As soon as one reel of film has been recorded in this manner, the accompanying film is projected in synchronization with the new recording. Once checked and approved, this reel is ready for normal transfer.

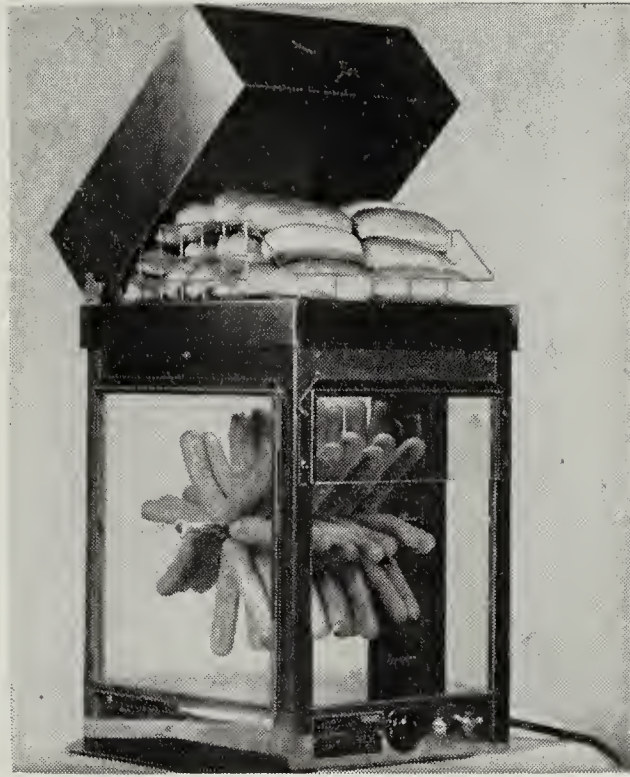
Cloroben For Sanitation

A new product that promises to be a boon to proper maintenance of theatre rest rooms is Cloroben. This waste system chemical is non caustic and keeps systems free of grease and slime, it is said.

Diluted in wash water, Cloroben maintains rest room floors and toilet receptacles in sparkling sanitary condition. The Cloroben Chemical Corp., manufacturer, states that the chemical has been tested through use for more than 25 years in military installations, municipal projects, and many other areas, prior to its recent introduction into the commercial and industrial fields.

Glenray Silent Salesman Barbeques 56 Hot Dogs

Both hard-tops and drive-ins may look forward to a substantial volume increase in their hot dog sales when they use the new, stainless steel Glenray Silent Salesman, announced Greer Enterprises, manufacturer of



the hot dog machine that barbecues dogs in their own juice.

Glenray machines hold 56 regular franks, providing greater eye appeal, Greer states. Buns are steamed in a removable, easy-to-clean warmer.

Hot dogs are kept warm through new infra-ray heating tubes, which, it is claimed, barbeque from inside out, making hot dogs juicier and improving their appearance.

One small motor operates the Silent Salesman at a cost of about two cents per hour. Glenray's new UL approved fire protection base allows safe usage at all times for full capacity operation. The all glass sides help sales by displaying the franks during barbequing.

Space needed for the Glenray Silent Salesman is only 18" deep, 17" wide, and 36" high, with the bun warmer lid up. Foot long spits are also available with this machine.

Follow the

MUSIC HALL

to

Perfect Performance—

Install a

HURLEY SCREEN

Hurley Screen Company, Inc.

96-17 Northern Blvd.,

Corona 68, New York

(see your theatre supply dealer)

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ADVERTISED IN THIS ISSUE

Please Check:

- C. S. ASHCRAFT MFG. CO., INC., Super-Cinex Projection Lamps, 12 Phase Rectifiers
- BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC., In-A-Car Speakers, Attraction Boards, Changeable Letters
- CARBONS, INC., Lorraine Carbons
- CRETORS AND CO., Concession Equipment
- COCA-COLA CO., THE, Coca-Colo
- EPRAD, Hot-Shot Electric In-Car Heaters
- HURLEY SCREEN CO., INC., Motion Picture Screens and Accessories
- KNEISLEY ELECTRIC CO., THE, Silicon Rectifiers
- MASSEY SEATING CO., Theatre Seat Rehabilitation
- NATIONAL THEATRE SUPPLY, Nylwood Carpets, Theatre Equipment and Supplies
- NORTH AMERICAN PHILIPS CO., INC., Norelco 70/35mm Projectors
- RINGSDORFF CARBON CORP., Diamond Projector Carbons
- STRONG ELECTRIC CORP., THE, U.H.I. Arc Lamps

WANT FURTHER INFORMATION ON NEW PRODUCTS

SHOWN IN THIS ISSUE?

LIST ITEMS _____

ISSUE OF SEPTEMBER 13, 1961

NAME

THEATRE

ADDRESS

CITY, STATE

MOTION PICTURE EXHIBITOR

246-48 N. Clarion St., Philadelphia 7, Pa.

How much should you pay for In-A-Car Speakers?

there's only one true measure . . .



You pay for speakers by the year; you should buy them the same way.

There are real differences in speakers. Many speakers have to be replaced or repaired every year or two. Contrast this with speakers like Ballantyne Dub'l-Cones, where large numbers have actually been in use for 6-8 years. The real cost is obvious. At Ballantyne we've concentrated on building a line of long-life speakers. We have a complete line, from the lowest cost right on up. We build speakers that can take it in severe weather. We build speakers that can withstand shock damage and rough handling. And we build them to produce sound that enhances the motion picture.

For full information write

Ballantyne

BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.

A DIVISION OF ABC VENDING CORPORATION

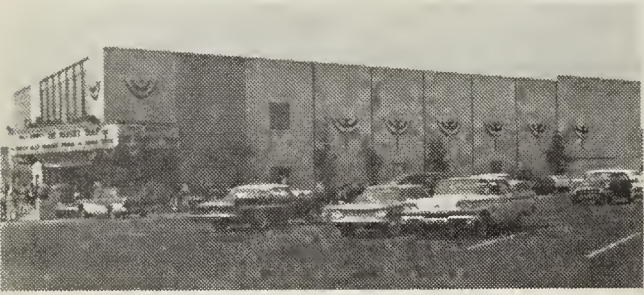
AREA CODE 402 PHONE 342-4444 1712 JACKSON ST. OMAHA 2, NEBRASKA

SW CHELTENHAM

(Continued from page PE-6)

through rows without disturbing those who are seated. The seating is also staggered to eliminate "dodging of heads."

The projection equipment includes Philips Norelco 35/70mm projectors with Ashcraft arc lamps. Rectifiers are also Ashcraft. The sound system is Ampex-Century, and there are five two-way speakers installed on the



stage and six larger two-way speakers installed in the ceiling.

Proscenium curtains were designed and made by Brodsky and carpets were manufactured by Alexander Smith.

Continental Theatre Accessories and Motion Picture Supply Company, both of New York City, served as supply dealers.

The Stanley Warner Cheltenham is another example of a modern theatre designed and built for first-rate entertainment. It is a proud addition to the list of Stanley Warner's great showplaces.

'Union Nights' Successful

The North Drive-In, Kokomo, Ind., collaborated with IATSE Local 544 to provide union members with inexpensive entertainment and increased attendance at the theatre.

Under sponsorship of the Central Labor Council, union-label auto bumper stickers were sold at 50 cents each. The stickers admitted carloads of members and their friends to shows on 20 separate "Union Nights" during the summer season. Management of the theatre was guaranteed \$150 per show by the Union.

The "Union Night" plan also was executed in two other Indiana cities. In Frankfort, bumper stickers sold for \$1 and in Fort Wayne, they sold for \$3.

Management of the theatres concerned said the cooperative plan proved to be very successful.

Hoover Named Circuit V-P

James O. Hoover, regional vice president and former director of the National Association of Concessionaires, was named assistant vice president of Martin Theatres, Inc. Hoover was also named a member of the board of directors of Martin Theatres.

DIAMOND

TRADEMARK

PROJECTOR CARBONS

Better Light! Lower Costs!

RINGSORFF CARBON CORP. East McKeesport, Pa.

MAY WE BE OF HELP?

Just Check the items on which you want additional information. . . . We will get it into your hands quickly and completely. No obligation.

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- ... Display Cases, Easels
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- ... Marquees
- ... Marquee Letters
- ... Poster Frames
- ... Posters, Herald's
- ... Signs
- ... Trailers

AIR CONDITIONING

- ... Air Conditioning Systems
- ... Air Filters
- ... Blowers
- ... Diffusers
- ... Fans

CONCESSIONS

- ... Bags
- ... Barbecue Products
- ... Beverages
- ... Beverage Dispenser, Fountain
- ... Boxes
- ... Bun Warmers
- ... Butter Dispenser
- ... Candy
- ... Coffee
- ... Coffeemaker
- ... Chocolate Drink
- ... Chocolate Drink Dispenser
- ... Concession Stand
- ... Concessionaire
- ... Canned, Prepared Foods
- ... Cups
- ... Cup Dispenser
- ... Food, Frozen
- ... Food Preparation Equipment
- ... Fountains
- ... Gum
- ... Hamburger Grills
- ... Hot Dog Machines
- ... Ice Cream
- ... Ice Cream Cabinets
- ... Ice Cream Dispensers
- ... Ice Machines
- ... Malt, Shake Machines
- ... Nuts
- ... Pizza Equipment & Supplies
- ... Popcorn
- ... Popcorn Seasoning
- ... Popcorn Warmers
- ... Popcorn Machines
- ... Refrigeration Units
- ... Soft Drinks
- ... Snow Cones

COIN VENDING MACHINES

- ... Candy Vender
- ... Cigarette Vender
- ... Coffee Vender
- ... Coin Changers
- ... Drink Vender, Cup
- ... Gum Vender
- ... Hot-Cold Cup Venders
- ... Ice Cream Vender
- ... Juice Vender
- ... Milk Vender
- ... Nut Vender
- ... Popcorn Vender
- ... Sandwich Vender

DECORATION • FURNISHING

- ... Carpets

- ... Carpet Cushion
- ... Curtains, Stage
- ... Curtain Controls & Track
- ... Decorators, Designers
- ... Draperies
- ... Drink Fountain
- ... Fabrics, Wall
- ... Flooring
- ... Lounge Furniture
- ... Mats, Rubber
- ... Paint
- ... Sand Urns
- ... Stage Rigging
- ... Tile
- ... Traffic Control

HEATING

- ... Fans
- ... Furnaces
- ... Heat Pumps
- ... Humidifiers
- ... Insulation, Thermal, Acoustic

LIGHTING

- ... Aisle Lights
- ... Batteries
- ... Color Wheels
- ... Dimmers, Controls
- ... Directional Signs
- ... Emergency Light
- ... Spot & Flood Lights
- ... Switchboards
- ... Transformers

MANAGEMENT

- ... Theatre Forms and Systems, Personnel Training
- ... Uniforms

PROJECTION

- ... Aperture Plates
- ... Blowers, Lamphouse, Porthole
- ... Carbons
- ... Carbon Saver
- ... Changeover
- ... Dowzers
- ... Film Cabinets
- ... Film Cement
- ... Film Coolers
- ... Film Magazines
- ... Film Reels
- ... Film Rewinders
- ... Film Splicers
- ... Lenses
- ... Motor Generator
- ... Projectors
- ... Projection Arc Lamp
- ... Projector Parts
- ... Pedestals
- ... Rectifiers
- ... Reel End Signals
- ... Reflectors
- ... Rewinds
- ... Rheostats
- ... Screens
- ... Sound Equipment
- ... Sprockets
- ... Television, Theatre
- ... Transformers

SAFETY SUPPLIES

- ... Door Hardware
- ... Exit Devices
- ... Fire Alarms
- ... Fire Extinguisher
- ... Fire Hose

- ... Kick-Push Plates
- ... Ladders

SANITARY SUPPLIES

- ... Carpet Cleaners
- ... Deodorants-Disinfectants
- ... Floor Cleaners
- ... Glass Cleaners
- ... Hand Dryers
- ... Mops—Brushes
- ... Soap Dispenser
- ... Upholstery Cleaner
- ... Vacuum Cleaners

SEATING

- ... Auditorium Seats
- ... Drive-In Seating
- ... Seat Covers
- ... Seat Cushion
- ... Seat Reconditioning
- ... Upholstery Material

SOUND EQUIPMENT

- ... Amplifiers
- ... Inter-Coms
- ... Exciter Lamps
- ... Microphones
- ... Pre-Amplifier Cabinet
- ... Public Address System
- ... Sound Equipment, Theatre
- ... Sound Heads
- ... Sound Service Companies

TICKET OFFICE

- ... Admission Signs
- ... Boxoffices
- ... Cash Control Systems
- ... Change Making Machines
- ... Coin Sorters
- ... Tickets
- ... Ticket Boxes
- ... Ticket Machines
- ... Ticket Registers
- ... Turnstiles

DRIVE-INS

- ... Admission Control Systems
- ... Attraction Lights
- ... Benches
- ... Directional Lights
- ... Dust Control Systems
- ... Fences
- ... Fireworks
- ... Floodlights
- ... Insect Controls
- ... Flares, Light
- ... Heater, In-Car
- ... Miniature Trains
- ... Paint
- ... Picnic Table
- ... Playground Equipment, Rides
- ... Pools, Swimming
- ... Post Lights
- ... Quarter Midget Racers
- ... Ramp Lights
- ... Screen Facing
- ... Screen Paint
- ... Screen Towers
- ... Seats, Walk-In Patron
- ... Speakers, In-Car
- ... Speaker Cords
- ... Speaker Cover
- ... Speaker Posts
- ... Speaker Repair
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Without charge or obligation, please send me additional information on above items that are checked:

Name Theatre

Address City, State

Check items, fill in coupons, tear off on dotted line and mail to

MOTION PICTURE EXHIBITOR

317 N. BROAD ST., PHILADELPHIA 7, PENNA.

Have you remodeled your theatre recently? Redecorated?
Put in new seats, carpets or furnishings?
New Marquee or lobby? We would like to know about it.
Just drop us a card or letter with details—photos if available.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September), it is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined, the every second week yellow paper SERVICESECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



SECTION TWO SEPTEMBER 13, 1961
VOL. 66, NO. 14

MGM

Invasion Quartet

COMEDY
87M.

MGM
(English-made)
(MetroScope)

ESTIMATE: Fair comedy for the lower half.

CAST: Bill Travers, Spike Milligan, Gregoire Aslan, John Le Mesurier, Maurice Denham, Millicent Martin, Thorley Walters, Thelma Ruby, Cyril Luckham, and guest star Eric Sykes.

STORY: A long-range German gun harasses convalescing Allied officers at a British hospital. Among these are Bill Travers, who lost a leg; Free French Captain Gregoire Aslan, who lost a hand; Naval Commander Thorley Walters, suffering from a broken neck; and Lieutenant Spike Milligan, who has ulcers and a phobia about noise. They realize that they probably won't be returned to active service with their disabilities, and when Travers gets the idea of trying to put the German gun out of commission, they agree to work out a plan. Area Home Guard Colonel John Le Mesurier deals himself in as Walters is forced to drop out. They encounter all kinds of obstructions, and after much suspense, they accomplish their objective, destroying the gun and installation. When they finally get away and await instructions for their rescue, they learn that another and bigger gun is not too far away. They vote to try and take care of this one also.

X-RAY: Moderately amusing is this tale of handicapped officers trying to continue to do their bit during World War II, and there are fair amounts of action, intrigue, suspense, and comedy. It should be comfortable in the lower half spot of the program with adequate performances and okay direction and production. Perhaps some viewers here will remember Bill Travers in the cast. The screenplay is by John Briley and Jack Trevor, based on the book by Norman Collins.

TIPS ON BIDDING: Fair program rates.

AD LINES: "Fun For All"; "The Funniest And Sorriest And Bravest Invasion Force Yet."

A Thunder Of Drums

DRAMA
97M

MGM
(CinemaScope)
(Metrocolor)

ESTIMATE: Interesting outdoor action drama.

CAST: Richard Boone, George Hamilton, Luana Patten, Arthur O'Connell, Charles Bronson, James Douglas, Richard Chamberlain, Carole Wells, Tammy MarinHugh, and introducing Duane Eddy. Produced by Robert J. Enders; directed by Joseph M. Newman.

STORY: When newly commissioned Lt. George Hamilton reports to the western fort commanded by Capt. Richard Boone, the latter treats him like any other newcomer, feeling that he needs seasoning before going out on patrol to face hostile Indians. The fact that he is the son of a prominent general doesn't seem to impress Boone. The In-

"25"

This issue of the Pink REVIEWS Section marks the start of the new 1961-62 season (always the first issue in September). For 24 consecutive years, MOTION PICTURE EXHIBITOR has arranged its "Theatre-Wise" Reviews of all features and short subjects in this separate, consecutively numbered, and easy to save section, as a handy reference for its theatre subscribers.

As a further service to our subscribers, we print and stock an over-supply of all Pink REVIEWS Sections. Should you require back sections they may be obtained by subscribers from our Bookshop at modest cost.

dians have been on the rampage and one patrol returns with a little girl in shock, driven so by Indians who attacked and killed her sister and mother. Hamilton is surprised to find former girl friend Luana Patten at the fort. She is engaged to marry Lt. James Douglas. They soon find that they are attracted to one another again. Private Charles Bronson tries to blackmail Hamilton. Douglas returns with the report that large bands of Indians have been on the move, and after a short rest, he is again sent out with a small patrol. He has discovered the situation between Patten and Hamilton. Boone and a large force follow, with Hamilton also along, and they soon find the bodies of Douglas and his patrol. Boone sets a trap and gives Hamilton command of some men to act as bait. The Indians are exterminated in the action that follows, and when they return, Boone considers Hamilton seasoned. Patten is leaving by stage as they return, and Boone notes to Hamilton that bachelors make the best soldiers.

X-RAY: The rough mountain areas of Arizona are the backdrop for this colorful, interesting, and somewhat off-beat tale of cavalymen and white settlers versus hostile Indians. TV star Richard Boone is admirably cast as the veteran commanding officer who knows his opponents and how to fight them. The balance of the cast does well. The direction and production are good. The use of color makes the entry all the more attractive, and it should do well as part of the show, with the pace a good one. The screenplay is by James Warner Bellah.

TIP ON BIDDING: Program rates.

AD LINES: "You Had To Stay Alert To Stay Alive"; "An Unusual Adventure Thriller."

PARAMOUNT

Blood And Roses

MELODRAMA
74M.

Paramount
(Technicolor) (Technirama)
(Made in Italy)

ESTIMATE: Arty vampire meller.

CAST: Mel Ferrer, Elsa Martinelli, Annette Vadim, Jacques Rene Chauffard, Marc Allegret, Alberto Bonucci, Serge Marquand, Gabriella Farinon, Renato Speziali, Edythe Peters, Gianni De Benedetto, Carmilla Stroyberg, Nathalie Le Foret. Produced by Raymond Eger; directed by Roger Vadim.

STORY: Mel Ferrer plans a masked ball to celebrate his impending marriage to Elsa Martinelli, but his cousin, Annette Vadim, brings out the legend of vampirism associated with the family. She is jealous of Martinelli and at the party she appears slightly drunk and attired in a dress taken from the family museum. It becomes apparent that her body is now possessed by a supposedly long-dead vampire. Vadim dies with a fence post piercing her heart as she wanders through an area in which police detonate old German mines.

X-RAY: With brief running time, this exquisitely mounted and enacted study in the supernatural offers some eerie effects and will prove interesting with its near ballet like qualities and superbly beautiful women. The atmospheric shots are particularly good. Screenplay is by Vadim and Roger Vailland. The color and other effects enhance things considerably while some camera effects succeed in creating the proper mood. With hardly a box-office cast, this, most likely, will do best in the metropolitan or art spots. It will need a lot of selling elsewhere.

TIP ON BIDDING: Depends on individual situation.

AD LINES: "Midnight Madness . . . Beyond Reason . . . Beyond Belief"; "Was She Just A Beautiful Girl Insane With Jealous Passion . . . Or Was She A Devil-Creature From Another Century?"

Man-Trap

MELODRAMA
93M.

Paramount
(Panavision)

ESTIMATE: Unpleasant meller for program.

CAST: Jeffrey Hunter, David Janssen, Stella Stevens, Elaine Devry, Arthur Batanides, Perry Lopez, Bernard Fein, Virginia Gregg, Hugh Sanders. Produced by Edmond O'Brien and Stanley Frazen; directed by Edmond O'Brien.

STORY: During the Korean War, Jeffrey Hunter saves the life of his Marine buddy David Janssen, and the latter makes a promise to the wounded Hunter that if he ever makes any big money, he will share it with Hunter. Eight years later, Hunter is having trouble with his wife, Stella Stevens, an alcoholic who is not adverse to playing around with other men and who is bored by Hunter. Hunter is attracted to Elaine Devry, secretary to Hugh Sanders, Hunter's boss and father-in-law in the construction business. Hunter is fed up with Sanders and his crooked business methods. One day, Janssen arrives in town with a phoney Latin name and disguise, and he is unaware that he has been followed. He asks Hunter to join him in allegedly recovering three and a half million dollars taken from his boss. Hunter turns him down until another quarrel with Stevens develops, and then he asks in. They grab a delegate from the South American country with the money, and despite Jans-

sen's promise of no gun play there is a showdown at the airport between the delegate's bodyguards and Janssen. The latter is wounded, but they manage to lose both the police and the bodyguards. Hunter takes Janssen home where he is warmly welcomed by Stevens. Janssen has no intention of returning any of the money, and Hunter refuses to accept any of it. When pressure becomes great, he transfers Janssen to a mountain cabin. Stevens, on a drunk, gets into a hassle with maid Virginia Gregg and tumbles from the top of the stairs to her death. Gregg runs away. When Hunter returns, he knows that he will be blamed, so he buries Stevens' body where his firm is to pour concrete. He also forces Janssen to take Stevens' car and the money to Mexico. Over the border, he finds he has no money to pay for several drinks, and he runs away. Pursuing police open fire and Janssen is killed in a crash. Devry persuades a dazed Hunter to go to the police where the story is told, and Gregg reveals all about his dead wife. As Hunter enters police custody, his future is uncertain.

X-RAY: This unpleasant entry has movement, melodrama, some action, and a yarn with many facets that is fairly interesting. The characters are certainly on the different and offbeat side, and the direction and production are capable. It should do all right as part of the program where this type of violent and at times adult film is acceptable. The screenplay is by Ed Waters based on "Taint of the Tiger" by John D. MacDonald. Incidentally, on the scene location shooting adds to the interest.

TIPS ON BIDDING: Program rates.

AD LINES: "The Stakes Were Big . . . The Risk Was Great"; "They Had To Get Away At All Costs . . . Over Three Million Dollars Were At Stake."

White Christmas COMEDY MUSICAL 120M.

Paramount
(VistaVision; Technicolor)
(Reissue)

ESTIMATE: Should account for high grosses.

CAST: Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen, Dean Jagger, Mary Wickes, John Brascia, Anne Whitfield, Richard Shannon, Sig Ruman, Robert Crosson, Herb Vigran, Dick Keene, Johnny Grant, Gavin Gordon, Marcel De La Brosse, James Parnell, Percy Helton, Elizabeth Holmes, Barrie Chase, I. Stanford Jolley, Mike P. Donovan, Glen Cargyle, Lorraine Crawford, Joan Bayley, Lester Clark, Ernest Flatt, Bea Allen, Produced by Robert Emmett Dolan; directed by Michael Curtiz.

For complete review please refer to page 3826, Sept. 8, 1954.

UNITED ARTISTS

Three On A Spree COMEDY 83M.

United Artists
(English-made) (Caralan)

ESTIMATE: Mediocre comedy.

CAST: Jack Watling, Carole Lesley, Renee Houston, John Slater, Colin Gordon, John Salew, Julian Orchard, Libby Morris, Cardew Robinson, Ernest Clark. Produced by George Fowler; directed by Sidney J. Furie.

STORY: Jack Watling is left an inheritance of a million pounds by an uncle, and if he can spend this within 60 days, he stands to inherit eight million pounds. There is a proviso — he cannot give it away, nor can he tell anyone about the condition, nor can he ask anyone to help him spend it. He must also have receipts for each expenditure. He quits his job and gets friends John Slater and Colin Gordon fired so that they help him start an investment company calculated to lose money. Everything Watling invests in turns to gold, and he winds up with a profit as time grows scarce. His fiancée, Carole Lesley, can't understand why their wed-

ding is postponed or why he spends money as recklessly as he does. She goes along with him until he inadvertently buys a harem, at which point she returns his ring. He is able to get rid of most of the money, even becoming involved in a breach of promise suit to do it. When the estate lawyer shows up to go over the accounts, Watling still has some money left, but he is able to get rid of it in the nick of time satisfying the conditions of the will. He can now go out and get married and claim the balance of the inheritance.

X-RAY: Much of the humour is forced here although there are one or two funny scenes. The bulk of it, though, is mildly amusing and will best serve as filler on the lower half of the program. The cast should get an "A" for effort; direction and production are fair. James Kelly and Peter Miller get credit for the screenplay.

AD LINES: "He Had To Spend A Million in Sixty Days And He Had Trouble"; "Fun For All The Family"; "Money Became A Problem — He Couldn't Spend It Fast Enough."

UNIVERSAL

The Sergeant Was A Lady COMEDY 72M.

U-I

ESTIMATE: Fair comedy for the program.

CAST: Martin West, Venetia Stevenson, Bill Williams, Catherine McLeod, Roy Engle, Gregg Martell, Chickie Lind, Jomarie Pettitt, Mari Lynn, Joan Barry. Written, produced, and directed by Bernard Glasser.

STORY: A snafu in the processing machinery results in Army corporal and missile technician Martin West being sent to an island missile installation manned solely by members of the Women's Army Corps. Major Catherine McLeod is shocked, as are the other women, some of whom take the direct approach to make friends with West. While McLeod sets about trying to correct the obvious mistake, West has trouble fighting off the lonely and healthy gals. He is finally forced to take refuge in the guardhouse. Out of all the women, he finds sergeant Venetia Stevenson most attractive and she is also attracted to him. When war games are announced which will have the WAC installation competing with a neighboring missile installation manned by men commanded by Colonel Bill Williams, McLeod knows that the competition will be unfair because Williams and his men have probably seen the target data. West's help is enlisted and he acts as a spy. He successfully gets the plans to make the competition more equal. The girls win and impress the observing generals. Although West and Stevenson are to be separated, they admit their love and plan a future together.

X-RAY: There are some amusing moments and situations to be found here, as well as some that smack too much of coincidence. The acting is fair as are the direction and production, and where a lightweight entry for the supporting slot is indicated, this could fill the bill.

AD LINES: "One Man And 125 Healthy Women On A Pacific Island . . . Wow!"; "It's The Funniest Goof In Years."

WARNERS

Claudelle English DRAMA 99M.

Warner Bros.

ESTIMATE: Moderately interesting drama of backwoods bad girl.

CAST: Diane McBain, Arthur Kennedy, Will Hutchins, Constance Ford, Claude Akins, Frank Overton, Chad Everett, Robert Colbert, Ford Rainey, James Bell, Robert Logan, Jan Stine, Hope Summers. Produced and screenplay by Leonard Freeman; directed by

Gordon Douglas.

STORY: Despite the objections of her bitter mother, Constance Ford, Diane McBain falls in love with sharecropper's son Chad Everett. McBain is a good girl, but Ford fears she will end up poor just as she has with tenant farmer Arthur Kennedy. Ford would rather see McBain marry wealthy Claude Akins. When Everett goes into the army, McBain remains faithful. However, upon receiving news that Everett plans to wed another, she vows revenge on all men. Changed from a sweet girl to a temptress, she accepts presents and goes out with all who ask her. She laughs at the pitiful overtures of Akins, and a desperate Ford goes after Akins herself. The weary Kennedy finally learns the kind of life his daughter is leading and the fact that his wife is unfaithful. Will Hutchins, son of local storekeeper Frank Overton, loves McBain, but she continues on her wild way, even seducing Overton. Hutchins is killed in a fight with another of McBain's admirers. McBain sees the error of her ways and vows to start a new life with Kennedy. Overton, distraught at the death of his son, kills her, and a sorrowing Kennedy is left alone.

X-RAY: This screen treatment of the earthy Erskine Caldwell story takes itself altogether too seriously with the result that it takes on the flavor of a soap opera in which few of the characters ring true. A cast without much name power does as well as the script will allow, and interest is fairly well maintained. Performances are satisfactory with McBain a lovely new face and Kennedy contributing his usual solid portrayal. As one domestic tragedy piles on another with unremitting fury, the effect is somewhat dissipated. The theme makes it best suited to adult audiences, and concentration on the popular Caldwell name and reputation could generate more interest than would otherwise be present.

TIP ON BIDDING: Fair program rates.

AD LINES: "A Broken Heart That Turned To Ice . . . A Lovely Girl Who Vowed Revenge On Every Man She Could Ruin"; "A Story As Savagely Real As The Biting Novel By Erskine Caldwell, World's Best-Selling Writer."

Splendor In The Grass DRAMA 124M

Warner Bros.
(Technicolor)

ESTIMATE: High rating drama on provocative theme.

CAST: Natalie Wood, Warren Beatty, Pat Hingle, Audrey Christie, Barbara Loden, Zohra Lampert, Fred Stewart, Joanna Roos, Jan Norris, Gary Lockwood, Sandy Dennis, Crystal Field, Marla Adams, Lynn Loring, John McGovern, Martine Bartlett, Sean Garrison. Produced and directed by Elia Kazan.

STORY: High school students Natalie Wood and Warren Beatty, son of the town's richest citizen, Pat Hingle, are torn between their desire for each other and what their consciences tell them is right. Wood's mother, Audrey Christie, is sex obsessed and proud of her aversion to men. Her husband, Fred Stewart, knows she is hurting Wood. Hingle's home is also a source of emotional trouble to Beatty. Beatty's sister, wild flapper Barbara Loden, has returned from college in disgrace, and she and Hingle are constantly at each other's throats. Beatty and Wood are swept along by warring emotions. Beatty can no longer battle the physical urges that rage inside himself. Determined not to hurt Wood, he stops seeing her and responds to the advances of the town's easiest girl, Jan Norris. Wood suffers an emotional collapse, but her mother refuses to take her to a psychiatrist. She begs Beatty to make love to her at a dance. When he refuses, she tries to kill herself, is rescued, and committed to a mental institution for treatment. Beatty is forced by Hingle to go to Yale although he would much rather be a rancher. He is a failure there, but is rescued by the love of waitress Zohra Lampert. Hingle commits suicide during the Great Depression. Wood finds real love with another patient at the hospital and plans to make a new life away from her parents. She

and Beatty meet and realize that they are free to look to the future with new strength.

X-RAY: William Inge's first original screenplay, brought to life by the sure talent of producer-director Elia Kazan, inspires a motion picture that should create considerable public response, both pro and con. It is made with taste, direction and production are superior, and performances right down the line are excellent, with Wood and Beatty making a fine romantic team and the latter taking a giant step toward stardom. The theme is a daring one concerning problems that are just as real today as they were in the pre-depression era depicted here. The sexual urges of youth and fundamental questions of morality are probed, and the harmful effects of over-repression and promiscuity are both depicted. It is a challenging theme and has been handled extremely well. It will probably still draw its share of fire from the do-gooders who can find dirt everywhere, but serious filmgoers of all ages will recognize its value, particularly if the advertising campaign carries through the good taste in the production. Warners has instituted a clever pre-release public performance screening campaign to capture public attention and record the views of opinion makers. Exhibitors who take advantage of such an effort and follow through with the same good taste could reap the benefits of aroused public interest and excellent word of mouth. The theme is a provocative one, and the film shapes up as superior dramatic entertainment.

TIP ON BIDDING: Better rates.

AD LINES: "Never Such Realism . . . Never Such Truth . . . A New High In Screen Drama From The Powerful Pen Of William Inge"; "A High Powered Cast In A Searing Story of Young Love, Heartbreak, And The Troubled Years Between Child And Adult."

MISCELLANEOUS

One Plus One

DRAMA
115M

(Exploring the Kinsey Reports)

Selected Pictures

ESTIMATE: Drama has angles.

CAST: Leo G. Carroll, Hilda Brawner, William Traylor, Kate Reid, Ernest Graves, Richard Janever, June Duprez, Austin Willis, Jane Rose, Truman Smith, Winifred Dennis, Rita Gardner, Jack Betts, Directed by Arch Oboler; associate producer, Susanne Warner.

STORY: Professor Leo G. Carroll leads a discussion on the Kinsey Reports, and different people in the audience recall how they fit into the various categories. One has Hilda Brawner and William Hollister being married and going off on their honeymoon. Brawner recalls that they had pre-marital relations, but in this case it didn't make any difference. Another has advertising executive Kate Reid dreading the homecoming of her diplomat husband since she inadvertently had an affair with a fellow account executive on New Year's Eve. She tells him about it, and it looks as though their marriage will survive. Divorcee June Duprez leads a lonely life, shunned by her women friends who fear that she will take their husbands from them. She thinks that she has finally met a man who wants to marry her for companionship, but wealthy Austin Willis turns out to be another man out for a good time. Truman Smith is an average man, he thinks, until he learns that the average man has an occasional affair with another woman. He tries to do this by meeting with an old school chum. It turns out she is fat, old, and a grandmother interested only in whether or not she will get home in time to baby sit for her daughter. Smith goes home to wife and dog, still faithful. Rita Gardner and Jack Betts get married, and he claims he doesn't want to be tied down with a family. When she discovers she is pregnant, she seeks an abortionist but can't go through with it. She goes home to confess her forthcoming motherhood appre-

hensively. Betts is overjoyed and all ends well.

X-RAY: The subject of sex and how different people become involved with it is brought up here on the lecture platform, and what follows is a series of dramatic sketches, fictional yet allegedly based on incidents in the famed Kinsey Reports. Some moral questions are raised but they are not resolved. The treatment is not sensational. As a matter of opinion some of the sequences are a bit on the static side. Despite all this, the subject should sell, properly exploited, although how each theatremen will deal with it is something that each individual must decide for himself. The characterizations are average and direction and production are capable. It can play in either the art and specialty spots or in regulation houses. It has a code seal. It was filmed on location in Toronto, Canada. Arch Oboler wrote the screenplay.

AD LINES: "The Kinsey Report Brought To The Screen in An Unusual And Frank Film"; "A Drama Of People And Their Inhibitions."

The Sand Castle

DRAMA
70M.

Louis de Rochemont
(Partly in color)

ESTIMATE: Pleasant entry for program and art spots.

CAST: Barry Cardwell, Laurie Cardwell, George Dunham, Alec Wilder, Maybelle Nash. Written, produced, and directed by Jerome Hill.

STORY: A small boy and his younger sister are left on the beach by their mother who tells them she will pick them up later. The boy decides to build a castle out of sand, and he turns out a masterpiece as others on the beach watch, admire, and go about their business. These include a female sun worshipper in a bikini, an old woman who can't stand the sun but likes the beach, an arm-chair fisherman, a fat man who can't get comfortable, a weird skin diver, baseball playing nuns, and an artist who tries to capture the boy and his work. The boy eventually falls asleep and dreams that he explores the castle and meets the inhabitants, who resemble the beach watchers. Mother finally shows up and the tide washes the castle away.

X-RAY: Writer Jerome Hill has compiled a tale that will charm both adults and youngsters who like their screen entertainment mild of movement yet warm and interesting. Director Hill has used the natural resources of the beach and its inhabitants to advantage, directing each in proper fashion. Producer Hill has tied the package together neatly, and it should do well both on the program and in the art spots. It is a trifle long for the subject matter but holds interest well. The dream sequences are in color.

AD LINES: "A Warm Entertainment About A Boy And His Dreams"; "Fun For Kids of All Ages."

FOREIGN

The Great War

DRAMA
118M.

Lopert

(Italian-made) (Dubbed in English)

ESTIMATE: Interesting entry will appeal primarily in art spots.

CAST: Vittorio Gassman, Silvano Mangano, Alberto Sordi, Folco Lulli, Bernard Blier, Romulo Vallo, Vittorio Sanipoli, Nicola Arigliano, Mario Valdemarin, Tiberio Mitro, Livio Lorenzon, Tiberio Murgia, Carlo D'Angelo, Marcello Giorda, Guido Celano, Luigi Fainelli, Gerard Herter, Achille Compagnoni, Geronimo Meynier, Elsa Vazzoler, Ferruccio Amendola. Produced by Dino De Laurentiis; directed by Mario Monicelli.

STORY: The First World War catches up with Italian prisoner Vittorio Gassman who

is offered amnesty if he enlists. He tries to buy his way out of the Army with the help of Private Alberto Sordi, who swindles him out of his money and does nothing to keep him a civilian. The two meet later and become friends, thanks to a mutual cowardice and hate of the military. After an interlude with town prostitute Silvano Mangano, Gassman rejoins Sordi and his battalion. The two goldbricks manage to miss a battle in which their company is practically wiped out. Re-assigned, they plan to desert but feel so guilty when they meet the wife of a dead comrade that they join the new company. On a special mission, they are captured by the Austrians. Both men are executed, and as the Italians recapture the area their bodies go unnoticed. "Those two jokers managed to miss this battle too," mutters their major.

X-RAY: All the horror, brutality, and futility of war come through clearly in this drama played against a serio-comic backdrop of the adventures of a pair of goldbricking, griping Italian privates in the First World War. Battle scenes are well mounted and the entry manages to hold interest fairly well throughout although some judicious cutting would have helped. Performances are good, and direction, particularly in battle and battlefield sequences, is fine. The film has been carefully mounted. Due to subject matter and foreign origin, it will probably be best received in art and specialty spots, with the going somewhat rougher in general situations despite a good dubbing job.

AD LINES: "The Horror . . . The Brutality Of War As Seen Through The Eyes Of A Pair Of Reluctant Heroes"; "An Epic Tale Of Men At War."

The Ninth Circle

DRAMA
90M

Interprogress Trading Co.
501 Fifth Ave. NY
Filmed in Yugoslavia
English Titles

ESTIMATE: Well-made drama for art house trade.

CAST: Dusica Zegarac, Boris Dvornik, Branko Tatic, Ervina Dragman. Directed by France Stiglic.

STORY: Seventeen-year old Jewish Dusica Zegarac escapes arrest by the Nazis and deportation by remaining hidden in the home of family friend, Branko Tatic, in Zagreb. The latter believes that the best solution to their problem is to have his nineteen year old son Boris Dvornik marry her in name only. The lad accepts the situation not happily and hoping that his girl friend will understand the situation but she is also unhappy at the solution. With his personal life upset, he resents the forced marriage but gradually this changes and his superficial friendship develops into love for the girl. One day, she is caught and imprisoned by the Nazis, who send her to a concentration camp known as "the ninth circle." She is one of those chosen to entertain Nazi officers. Dvornik tries to get her out but she is unable to scale the barbed wire fence and he elects to remain with her when the current is turned on and they die together.

X-RAY: This import is interesting not only because of the story it has to tell which is depressing to a degree but also because of the way that the gradual development of tension and drama culminating in the searing climax is presented. The performances are good and direction and production are capable. Art house devotees should accept the film as they have other well-made imports. The screenplay is by Zora Dirnbach.

AD LINES: "A Boy And A Girl Are Caught Up In The Horrors of War"; "They Had To Escape From 'The Ninth Circle' Or Die."

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ALPHABETICAL GUIDE TO 13 Features Reviewed

This index covers features reviewed thus far during the 1961-62 season in addition to features of the 1960-61 season, reviewed after the issue of Aug. 23, 1961.—Ed.

<p>B</p> <p>Blood And Roses—74m.—Para.4865</p> <p>C</p> <p>Claudelle Inglis—99m.—WB4866</p> <p>G</p> <p>Great War, The—118m.—For.4867</p> <p>I</p> <p>Invasion Quartet—87m.—MGM4865</p>	<p>M</p> <p>Man-Trap—93m.—Para.4865</p> <p>N</p> <p>Ninth Circle, The—90m.—For.4867</p> <p>O</p> <p>One Plus One—115m.—Misc.4867</p> <p>S</p> <p>Sand Castle, The—70m.—Misc.4867</p>	<p>Sergeant Was A Lady, The—72m.—U-I 4866</p> <p>Splendor In The Grass—124m.—WB . . 4866</p> <p>T</p> <p>Three On A Spree—83m.—UA4866</p> <p>Thunder Of Drums, A—97m.—MGM . . 4865</p> <p>W</p> <p>White Christmas—120m.—Para.—RE. . 4865</p>
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SEPTEMBER 13, 1961 SECTION THREE
VOL. 66, NO. 14

Individual ACHIEVEMENT CITATIONS have been issued for each of these:

B | KIDS' MATINEES

NUMBER B19

Children's Bus Service

THEATRE: Bala,
ADDRESS: Bala Cynwyd, Pa.
MANAGER: Bob Anderson

During last season we instituted a Saturday matinee bus service which operated for 37 weeks until the close of school this summer; and will resume again this week.

There was a real need for a service of this kind, since in the community of Wynnefield for several miles distant there are about 1500 kids with no local theatre to attend. These children either had to walk to the Bala since there is no public transportation, or use public transit to the theatre's opposition. Very few did either and therefore constituted a 'lost audience'.

With the cooperation of two parent-teachers' groups in Wynnefield and with heralds and schedules distributed in the schools by the faculty, the theatre launched what we believe to be the first regularly scheduled theatre bus service anywhere. This requires the operation of two matinee shows starting at 12.30 and 2.30 to accommodate the bus shuttle which leaves regular stops in Wynnefield every half hour. Children arrive in bus loads all during the first show and are instructed to leave the theatre as soon as they have seen a complete program (just like a continuous day) to board their return bus. A manifest sheet is maintained on the bus recording the number of kids boarding at each stop so as to check them off on the return trips. This system worked without a flaw.

Our regular kid price is 25 cents and we sell a 50 cent ticket on the bus which includes the round trip and theatre admission. The service continued for 37 weeks, never missing a trip despite some bad winter weather. Service is operated by Merz White Way Tours on a flat rate.

Our kiddie business was doubled during this period and, in addition, we drew tremendous adult good will throughout the serviced area. In addition to resuming in Wynnefield this season, we are expanding into the Gladwynne area north of the theatre with a carbon copy service to be operated by Red Arrow Lines.

G | STUNTS-BALLY

NUMBER G36

Co-ops On "Gidget" Work

THEATRE: Gopher
ADDRESS: Minneapolis, Minn.
MANAGER: Ed Linder

Following a special atmospheric lobby display featuring sea shells, Hawaiian hats, etc., used three weeks in advance under on and off colored lights; the running of a teaser trailer, etc., we swung into three co-ops that worked fine for this picture.



This was an entry in the annual Wildwood, N.J., baby parade. Titled, "Mr. Show Business, U.S.A." it doubtless reminded any watching exhibitor of Hollywood production . . . sound asleep.

First was on the book. With the Shinders book stores placing 40x60's in both their big stores two weeks in advance and during playdates. The Gopher News Company bannered their 12 trucks with posters reading "Read The Book. Now, See the picture. Gidget Goes Hawaiian at the Gopher Theatre." The Bantam Book Wholesalers also placed 12 special displays advertising the book and the picture.

For street bally we had a girl in Hawaiian costume with oilskin sign on her back. She was used two days in advance and opening day.

Through the Arthur Murray Studio we had a very fine contest with free drawings for free dancing lessons in a lobby contest. Ten thousand blanks were distributed and deposited in a box in the lobby for a lucky drawing. The Murray dancers put on exhibition dances nightly during opening week between the hours of seven and eight p.m. causing a great deal of attention and interest. Three of the city's main dance halls cooperated with posters in their lobbies plugging the Murray dancers appearances in our lobby.

Colpix Record distributors gave us excellent cooperation. They placed for us 14 window displays in the area including downtown and suburban stores.

In addition, Harry Hollander, Columbia exploiter, held several screenings of the film for youth groups, at which he asked each person present to call 10 friends, telling them about "Gidget" and requesting them to call 10 additional people, etc.

NUMBER G37

A French Girl And "Kisses" From "Fanny"

THEATRE: State,
ADDRESS: Sioux Falls, S. D.
MANAGER: Cliff Knoll

"She was 18 and French . . . A most intriguing combination . . . How the world starts turning dizzily when a girl like "FANNY" turns 18."

This copy was used in nearly all of our ads. We bought 60 spots on our three local radio stations. These started two days in advance and ran through opening day and second day of showing. In addition to our paid radio spots, radio stations KELO and KSOO ran the



In one of the biggest, most unusual "in theatre" promotions ever devised by a Boston area exhibitor, Julian Rifkin, son of Herman Rifkin, pioneer showman and president, Rifkin Drive-In Theatres, gave away 10 million trading stamps in 10 theatres recently. The stamps were given as a "lure" to customers with "Star Gold" and "Gold Medal" stamps, leading stamps in New England markets, used. A direct tie-in with WBZ Radio, Boston, abetted the promotion along with 22 Star Markets and Capitol Supermarkets and 60 other Gold Stamp merchants cooperating. Shown, left to right, are Rifkin; David Sher, assistant general manager, Gold Star Stamps; Jay Dunn, WBZ radio announcer; Richard Spector, manager Gold Medal Stamps.



Fred Beyer, manager, Hunt's Shore, Wildwood, N.J., had members of the Wildwood Skin Divers Club come from the ocean carrying film cans for 20th-Fox's "Voyage To The Bottom Of The Sea" in a stunt which attracted thousands on opening day.

candid radio interviews that are available through the press book. There are five of these amounting to about 25 minutes of free time.

The disc jockeys of both stations tied in the interviews with a write-in contest of why the listeners wanted to see "Fanny". Each of the five best answers received a "Fanny" record album and two tickets to see the film.

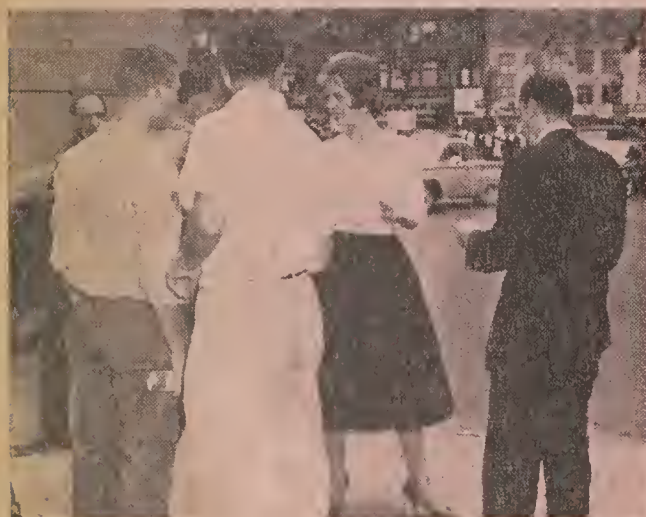
More gratis radio was received from Station KSOO. Through the cooperation of Ray Loftness, program director, KSOO, we invited 100 of his TV viewers to be our guests at a breakfast premiere showing at 8:30 A.M. on opening day.

Loftness started pitching this "French Breakfast Premiere" on his television program "Party Line" 10 days in advance and continued each day until opening day. This gave us exceptional TV exposure at no cost to the theatre.

At 8:30 A.M. on the opening day this group of ladies were served breakfast in the general lounge of the theatre with the aid of Loftness and an attractive girl attired as a French maid. After breakfast, the ladies saw the movie. Immediately following the screening, Loftness took comments on tape and photos, both of which were used on his TV and radio programs. This not only gave us free television and radio exposure; but excellent word-of-mouth publicity.

On Monday night, when the stores are open until nine p.m., (five days before opening) as well as opening night we set up a French sidewalk restaurant in front of the theatre. Passersby were greeted by our attractively attired French girl, who invited them to sit down and enjoy a glass of bergundy (soda pop) while being serenaded by a young, attractive troubadour playing the accordion. This created so much attention in front of the theatre that it was necessary for the Police Department to twice send a police car to keep traffic on the avenue moving.

For street ballyhoo a week in advance we



Calling cards were handed out around the New York area by a model as part of a promotion by MGM to publicize "Ada," Capitol.



Seven-year-old Vicki Anne Singleton, daughter of Robert Singleton, Los Angeles County Fire Department Public Information Officer, was winner of pet squirrel monkey at special Los Angeles Press Club preview screening at the Chinese Theatre of American-International's full-length cartoon "Alakazam The Great." Seen with Vicki are Arnold Stang, center, one of the many stars whose voices are featured in the film, and Stan Progar, of the Herald-Express, who was chairman of the Press Club program committee.

had our French girl, now attired in a scanty French outfit, visit all radio and television stations, the John Morrell employees' parking lots, all downtown stores, passing out a "kiss" from "Fanny". These were candy kisses in sealed, imprinted envelopes.

**NUMBER G38
Bardot Gets Attention!**

THEATRE: Odeon
ADDRESS: Rutherglen, Scotland
MANAGER: C. Hayden Reed

Playing "Parisienne", we went all French for the week. Week prior to playdate with an outstanding standee of Brigitte Bardot reading "Hi-yah Fellas! See you next week at this cinema" in the foyer I invited patrons to enter a simple competition. With the aid of a tape recorder, males were asked to impersonate Charles Boyer and girls Brigitte.

All information regarding the contest were spread out on the foyer walls in the shape of a heart. The wording was punctuated with scenes from the picture and cut-outs of Bardot. To the left of the heart read "Are you a Brigitte Bardot?" to the right "Are you a Charles Boyer?" The centre: "The Two Sex Kittens in the film Parisienne are Bardot the body and Boyer the Voice . . . Imitate Brigitte or Charles on the tape recorder and win a prize for the best resemblance." The winner received complimentary tickets to see the film and the tape, which was provided for free by a local dealer, as a memento.

I persuaded the leading newsagent in Rutherglen to allow his vendors to sell French papers and provided posters reading: "France



Roy Robbins, advertising manager, Philadelphia Stanley Warner Theatres, recently set a street stunt for MGM's "The Honeymoon Machine," SW Stanley, which had this model on downtown streets, her arm in a sling and with umbrella lettered "I fell out of my seat laughing at "The Honeymoon Machine." Stanley Theatre. Now." It got the desired attention.



R. J. Miller, manager, Skouras' Broadway, Haverstraw, N.Y., as advance street bally on a corner of Main Street with cane, candy and sign passing out special announcements on the coming of the film.

Dimanche . . . Read the paper of Naughty Brigitte Bardot's country, See Bardot at the Odeon Monday." Incidentally I gather more French papers were sold than usual!

The City Ballroom, the only one in Rutherglen, gave me a full week's co-operation. I plastered the hall with banners and posters reading: "You don't have to understand French when Bardot is around. Actions Speak Louder than words . . . See her at the Odeon". "Boys are you good at figures? Your Girl Friends will compete on the stage for the perfect Bardot Figure 38x20x36. Your applause will judge the shape. See Parisienne, etc."

Keeping up the French angle, the wine merchant co-operated with a window display tying in French wines, a bookshop displayed French dictionaries, the drug store French perfumes, the co-op grocery department French mustard, the travel agent had automatic tie-ups with France and even a garage provided a natural. In the showroom window was a brand new Citroen with the card "This car is a sleek French Model . . . but for the sleekest French model of all see Brigitte Bardot in Parisienne at the Odeon". A cut out of BB rounded off the display.

I | INSTITUTIONAL

**NUMBER I12
Sells Sport Short**
THEATRE: Odeon,
ADDRESS: Rutherglen, Scotland
MANAGER: C. Hayden Reed.

With the ever increasing number of people in Britain interested in skiing, I set out to attract as many of them as possible when I played "Ski Fever" in Rank's "Look at Life" series. First I contacted one of the largest sports stores in Glasgow and after some discussion they agreed to loan ski-equipment for a foyer display.



These young folk and a jeep recently joined in the spirit of promoting United Artists' "The Last Time I Saw Archie," State, Denison, Texas.

"King" Master Plan Outlined For Exhibs

BOSTON—A New England and Canadian trade exploitation meeting on "King of Kings," biggest trade meeting ever held in this territory, took place at the Statler Hilton recently, at which the master plan for two countries on the road show picture was outlined by Emery Austin, exploitation director of MGM. The entire layout of advertising, promotion, publicity, and group sales for the two countries was displayed and clarified for exhibitors and theatre officials from the New England territory through Albany to Toronto and Montreal, Canada.

"Advertising expenditures in local situations will approximate 'Ben Hur' and in some cases surpass it," Austin said. "Everything is complete and ready to go, with more of everything than we've ever had before."

"King of Kings" will world premiere at Loew's State in New York on Oct. 11; will open in Los Angeles, Oct. 13; Chicago, Oct. 20; Toronto, at the University Theatres, Oct. 25; Boston, at the Saxon, Oct. 26; Montreal, at the Alouette, Nov. 3.

More merchandise items for the picture than for any other road show picture in the company's history, according to MGM officials, were on display. There will be three types of souvenir booklets, printed by Cuneo Press, and for the first time they will all be in color. Up to this time, souvenir booklets have always been in black and white.

There will be two different types of children's bibles with color reproductions, and two different regular bibles. A pocket book will be published by Pocket Book, and a comic book will be created by Dell. The national campaign calls for full pages in "Look," "Good Housekeeping," "American Weekly," and religious publications.

Three albums are set, one of the score, and two bible readings. One is by Jeff Hunter, and the other by Richard Boone. All types of advertising and art paper were on display, plus a library display kit, reproductions of paintings, and Roman lithos. In Boston, the reproductions of the paintings will be framed under glass and placed on display in all Sack Theatre lobbies, the Beacon Hill, Capri, Saxon, and Gary.

"We will use outdoor media, billboards, etc., where it meets our specifications," Austin said. The first newspaper advertisement in Boston breaks Sept. 24, five Sundays in advance of the opening.

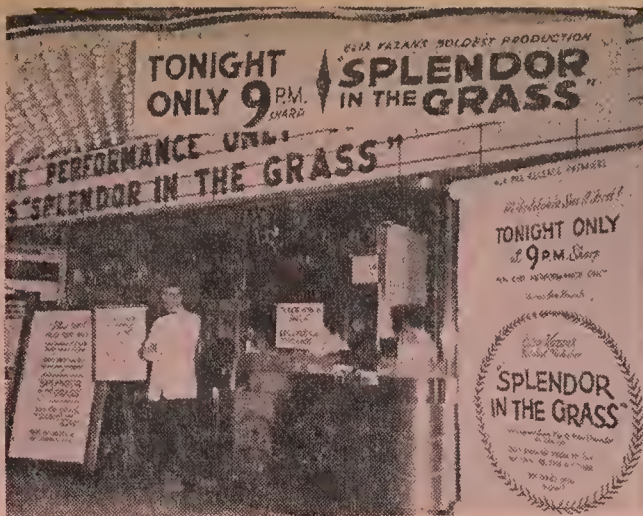
The New York group included Morris Lefko, national sales manager in charge of "King of Kings"; Austin; Saal Gottlieb, northeastern division sales manager; Mal Maron, assistant to Lefko; Andy Sullivan, assistant to Austin; Arthur Pincus, international department; Zeb Epstein, director, group sales; Harold Zeltner, New York district manager.

The Canadian delegation included Hillis Cass, general manager, Canadian division,

Filmack Fights Firebugs With One-Minute Film

CHICAGO—The Filmack Trailer Company has produced a Fire Prevention Film in observance of National Fire Prevention Week, Oct. 8-14. The one-minute film is animated and features an off-screen voice warning of fire hazards.

In the past, many exhibitors have found that insurance companies, banks, and firms who specialize in electrical repairs are eager to sponsor such a trailer.



The front of the Randolph, Philadelphia, was emblazoned recently with Warners' "Splendor In The Grass" posters and signs to herald the special one-time showing there. The picture was shown to the public for one performance only in three key cities a month and a half in advance of regular engagements.

MGM; Hilda Cunningham, publicity; Reg Wilson, sales manager; Roger Bower, press representative; Tom Cleary, Consolidated Theatres, Montreal; Bud Barker, Famous Players advertising manager; Mrs. Bernie MacDonald, Montreal, group sales; Jim Cameron, Famous Players Canadian Corporation, group sales head for "King of Kings."

Branch managers attending were Ben Bechick, Boston; Ralph Ripps, Albany; Paul Wall, Buffalo; Ray Cairns, New Haven. From the MGM exchange, Boston: Dave Titleman, assistant branch manager; Joe Rathgeb, Bud Scully, Joe Rahilly, Bud Scully, Charles Repic, Francis Driscoll, Jack Israelson.

Attending from Boston were Ben Sack, owner, Sack Theatres; Sam Richmond, general manager, Sack Theatres; Joe Longo, publicity-advertising, Sack Theatres; Sam Pinanski, president, ATC Theatres; Abner Pinanski, manager Pilgrim Theatres; Henri Schwartzburg, film buyer, ATC Theatres; Joe Kelly, Redstone Drive-Ins; Lloyd Clark, Middlesex Theatres; Arthur Howard, John Glazer, Affiliated Theatres; Al Lourie, L&D Theatres; Sam Seletsky, Smith Management.

From New Haven came Max Hoffman, Morty Katz, John Mahoney, B&O Theatres; Harry Kaplowitz, Irving Hillman, Stanley Warner Theatres; Bobby Zeitz, State Theatres; Larry Herman, Elmwood, Providence; Stanley Chatkin, MGM field man in charge of "King of Kings" in Boston; and Ed Gallner, MGM field representative, eastern division, who arranged the meeting.

The Boston meeting was the third in the series of publicity and advertising meetings

"Splendor" Showings Succeed For Warners

NEW YORK—The experimental Warner Bros. policy of showing "Splendor in the Grass" for one performance only in theatres where the Elia Kazan production will begin regular engagements a month and a half later has proved so successful in the first three cities where it was tested that the company decided to expand the program to 24 more cities.

The initial paid-admission single-performance showings of "Splendor in the Grass" were held at the Randolph, Philadelphia; Chicago, Chicago; and Paramount, San Francisco.

Richard Lederer, Warner Bros. director of advertising and publicity, reported that the technique had proved a success in all three test theatres in three ways: near-capacity attendance; a participation of approximately 75 per cent of audiences in the surveys-in-depth, as contrasted with a high of some 25 per cent in customary return of "preview" cards; overwhelming approval, not only for the performances and production of "Splendor in the Grass," but for its controversial theme.

"In fact," Lederer stated, "what was revealing was the high level of maturity exhibited by these three cross-section audiences. They commented intelligently on the picture, told us to go on making films with themes like this and, most of all, seemed happy to have an opportunity to get their message through to us."

"Christmas" Reissue Set

NEW YORK—Following a similar session in Boston, Paramount outlined a new selling approach and promotional campaign for the re-release of Irving Berlin's "White Christmas" to area circuit heads.

Jerome Pickman, vice-president and general sales manager, predicted that the film "will also prove a top grosser in return engagements," while Howard Minsky, assistant general sales manager, outlined a new sales approach for the picture.

Also attending the meeting were Martin Davis, director of advertising-publicity-exploitation; Joseph Friedman, his assistant; Hugh Owen and Sidney Deneau, assistant sales managers; and others.

under Austin's direction, which are continuing. The first sessions were held in Chicago and Washington.

SAVE . . . these EXPLOITATION sections!



Specially Numbered, Classified, Indexed and Punched for Filing, they will prove to be an encyclopedia of useable exploitation stunts.

A standard 10 1/2" x 12 3/4" Ring Binder can be purchased locally, or the sturdy 3-ring

Service-Kit Binder

capable of holding two full years of data is available to Subscribers for \$1.50 each.

(Price includes shipping costs. Cash with order, or C.O.D.)

MOTION PICTURE EXHIBITOR
BOOK SHOP

317 N. Broad Street
Philadelphia 7, Penna.

COMPANY ASSISTS

PARAMOUNT announced that one of the most important movie-record tie-ups of recent years has been accorded "Moon River", new Johnny Mercer-Henry Mancini number featured in "Breakfast At Tiffany's" and accorded nine recordings by major labels. Artists and labels include Henry Mancini and his Orchestra, Mercury; June Valli, Merlano and his Orchestra, Decca; Mantovani and his Orchestra, London; Felix Botkin and 100 Strings, Capitol; Jerry Butler, Vee-Jay; Fuller Brothers, Challenge; Richard Hayman and his Orchestra, Mercury; June Valli, Mercury; and Calvin Jackson, Reprise. Sung by Audrey Hepburn in the Technicolor comedy, "Moon River", is also featured in the RCA Victor original soundtrack recording from "Breakfast At Tiffany's." Each of the nine single recordings, like the soundtrack album, is being launched nationally with large-scale promotional campaigns on the disc jockey, retail and consumer levels.

UNIVERSAL PICTURES and the American Express Company have developed a joint promotion on "Come September" with American Express offices in 32 cities to feature the film in their windows as part of a travel tie-up. "Come September" was shot on location in Portofino and in Rome, and features an American Express situation in its script.

MGM and Lanvin Perfumes have formed a tie-up promotion on "Bachelor In Paradise", new Bob Hope-Lana Turner starrer. Full

Holiday Aids Available From National Screen

NEW YORK—The availability of a complete assortment of cloth valances, bannerettes, ushers' badges, streamers, metal garlands, and other similar items for the holiday season was announced recently by Joseph Bellfort, general sales manager, National Screen Service.

Approximately 19 such items are being made available through all NSS offices, and will be detailed in an illustrated 'Holiday Promotion' booklet to be distributed by NSS later this month.

SELLS SPORT SHORT

(Continued from page Ex-346)

I placed four pairs of skis crossed against a mirror panel and placed a tailor's dummy dressed in a colorful skiing outfit complete with a pair of ski sticks. The next stop was at a travel agency who loaned me travel posters with a winter sports motif and these added further color to the display. A board reading "Ski Fever . . . Make Sure You Take A Look At Life" completed the display which was on show for two weeks.

I then approached a local paper with an unusual story. I offered free admission to the program to anyone who presented a pair of skis at the box office. Though I had no takers, this made for a useful newspaper plug for the film and the theatre.

On the opening night I invited the Scottish Ski Club secretary, the Scottish convenor for skiing and a dozen members. Not only did they prove to be enthusiastic word of mouth exploiters for the picture but the secretary agreed to display distributor's publicity material on the club notice board.

The publicity proved a dual purpose. It focused attention on this fine issue and the many varied subjects covered by "Look at Life."

page advertisements will feature them with the product. Lanvin is the 15th product tie-up arranged for the film.

SOME 2,000,000 Revell model toy kits of the famed U.S. Rocket Plane X-15 will be on sale in more than 125,000 stores throughout the nation by November when "X-15", Frank Sinatra's film is to be released by United Artists. In one of the most extensive tie-ups ever made between a motion picture company and Reavell, Inc., the model kit manufacturer will have 1,250,000 kits of the X-15 at the point of sale by the release of the film, plus another 750,000 kits of the B-52 "mother plane" featuring a smaller version of the X-15. More than 125,000 outlets including toy and hobby stores, department and drug stores and super-markets will sell the kits of the X-15.

AN UNUSUAL CONTEST in which the movie-going public will decide upon the locale and subject of a film is being offered by Columbia and producer Jerry Bresler in connection with his next "Gidget" film. Because of the popularity of the first "Gidget" picture, and the tremendous success of his current, "Gidget Goes Hawaiian", Bresler decided that the public should choose the background for the projected third in the series which he will produce for Columbia release. Special 40x60 theatre posters have been prepared which will be distributed throughout the country announcing the contest. In addition, a special system of balloting is now being worked out. Kick-off for the poll started when the film opened on the Loew's Circuit in New York City.

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THE NEW 1961

"Showman-of-the-Year"

CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation, And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations. At each year's end, all such published achievements will be submitted to a Board of Judges for their individual study and their personal choice of the BEST THREE. A minimum of

\$30000 IN PRIZES

will be awarded to the three "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Penna.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 North Broad St., Phila. 7, Pa. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

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BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combination. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 346 West 44th St., New York 36, N. Y.

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DURABLE MASONITE MARQUEE LETTERS, fit Wagner, Adler, Bevelite. Black or red. 4"—40¢; 8"—60¢; 10"—75¢; 12"—\$1.00; 14"—\$1.50; 16"—\$1.75; 17"—\$2.00; 24"—\$3.00 (10% discount 100 letters, or over \$60.00 list). S.O.S., 602 W. 52nd, New York 19.

SILICON RECTIFIER replaces six ampere bulbs \$18.50 pair. BROWN ELECTRONICS, 1717 South St., Allentown, Pa.

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COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 160 Hermitage Avenue, Nashville, Tennessee.

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DUE TO ILLNESS, 300-car drive-in theatre with Cinema-Scope on 11 acres. 1,000 foot frontage on US 54, Lake of the Ozarks. Terms. GLAIZE DRIVE-IN THEATRE, Osage Beach, Missouri.

THEATRE NEAR VANCOUVER. Ideal for Bingo. Theatres required. BOVILSKY, Theatre Agent, 34 Batson Street, Glasgow, Scotland.

KELLY THEATRE, Wakeeney, Kansas will absolutely be sold, Auction Sale, September 16, one o'clock.

THEATRES WANTED

WANTED TO BUY OR LEASE a modern drive-in theatre anywhere in the South. BOX #24, Dublin, N. C.

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SENSATIONAL SAVINGS! Super-Simplex Mechanisms, excellent condition, \$325.00 pair; Magnarc lamphouses, excellent, \$350.00 pair; Hilux anamorphics \$225.00; Simplex X-L E8 soundsystem complete only \$895.00. STAR CINEMA SUPPLY, 621 West 55th Street, New York 19.

ASHCRAFT HYDROARCS \$195.00; PEERLESS MAGNARCS \$225.00; Simplex or Strong 1KW arcs, \$49.50; Simplex magazines, \$4.95. Worth more in parts. S.O.S., 602 W. 52nd, New York 19.

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WEEKLY THEATRE and DRIVE-IN CARDS, 100-14 x 22—\$6.00. All colors. Other prices and sizes on request. 1,000 Passes printed FREE with your first week's order! WINN PRINTING, 5809 Woodland Avenue, Philadelphia 43, Pennsylvania.



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address. Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

HOUSEMANAGER—or experienced assistant, male or female, that knows theatre operation in Norfolk, Virginia area. Age bracket 25-60. Air mail previous experience, salary, draft, and marital status. BOX C913, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

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MANAGER, AVAILABLE at once. Top experience for both first-run conventional and class art theatre. Expert ad maker. Married. Good references. Desire assignment eastern territory, New England to Florida. BOX E823, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

MANAGER: 18 years experience, first-run conventional theatres. Experienced all phases, excellent promotion man. Married, best of references. Wants to relocate. BOX A830, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

PROJECTIONIST-MANAGER, experienced all phases theater operation, indoor or drive-in, New England preferred. BOX B830, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

PROJECTIONIST, licensed, 20 years experience, non-union, also laboratory film tech. with very strong ideas. Would relocate in Florida or California if necessary with right party, only. Married, no children. BOX C830, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

JOB WANTED: Assistant manager and projectionist, good references from other employers. Would like hot and dry climate. Will go anyplace for good money. Drive-In preferred or hardtop. WILLARD W. FRAZIER, 423 1/2 Shawnee, Leavenworth, Kans. (830)

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READY for boxoffice rise this fall? Personable public relations minded managerial assistant, precision groomed at prestige first-run 3,000 key circuit house, arthouse, neighborhood operations. Glad to give your way maximum permanent value. BOX B913, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

EXPERIENCED PROJECTIONIST, 14 months, 29 years old, married, and do not drink. Prefer Tennessee or Alabama but will consider all good offers. JESSE BRYMER, 616 Childers, Pulaski, Tenn. (913)

WANTED: Experienced, aggressive manager for a deluxe first-run situation. Many benefits including retirement plan. All replies will be held in strictest of confidence. Write WALTER READE, INC., Deal Road, Oakhurst, N. J. (823)

WANTED: Energetic, ambitious manager for New Jersey theatre. Good pay. Splendid opportunity for the right man. BOX A823, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

MANAGER WANTED Memphis, Tennessee area. State experience, salary, and so on. Prefer man with experience in newspaper advertising. BOX B823, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

MANAGER: Free to travel. Expert on personnel, advertising and trouble shooting. Desire constant travel, trouble shooting, or name it. Expensive but good. BOX C823, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

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Yes, start sending
MOTION PICTURE EXHIBITOR
plus
Showmen's Trade Review

TO:

Name

Title

Address

Enclosed Or bill me

\$2.00 for one year

\$3.50 for two years

\$5.00 for three years

(Outside Western Hemisphere)

\$5.00 one year

\$8.00 two years

\$11.00 three years

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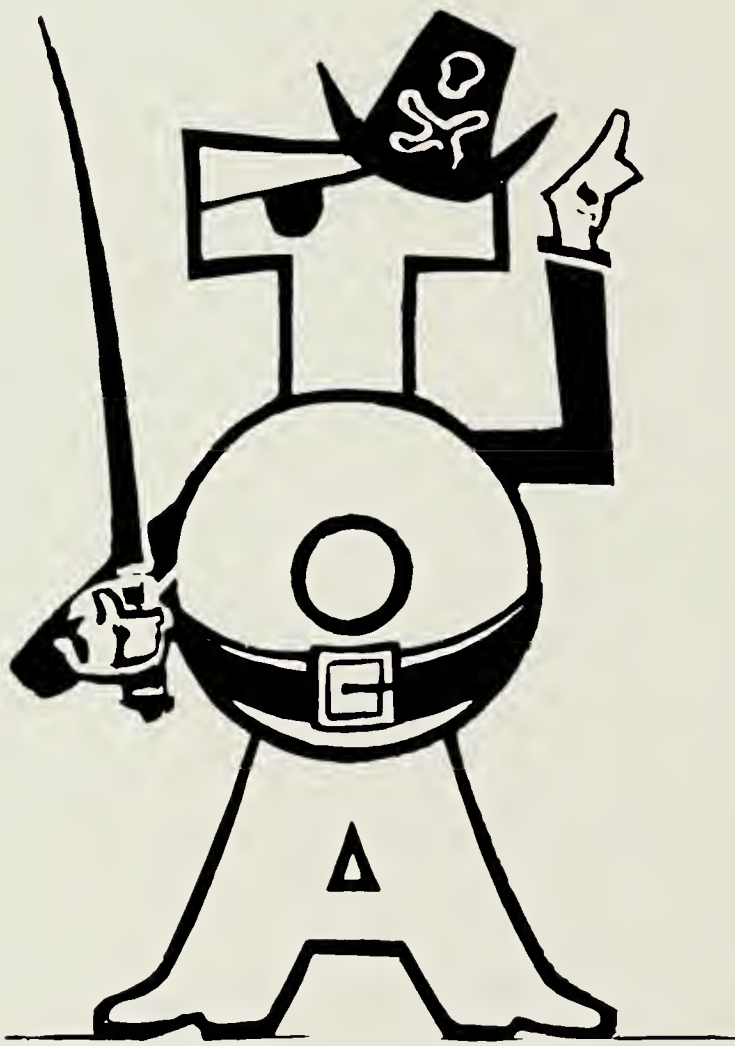
The A-MAN Corner

{ Motion Picture Exhibitor
317 North Broad St., Phila. 7, Pa

THEATRE OWNERS OF AMERICA



INVITES the
Exhibitors of America
to its...



ROOSEVELT
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NEW ORLEANS
Sun.-Thurs.
Oct. 8-12

Meet in Gay New Orleans to Discuss...

Product Shortage • Merchandising • Picture Campaigns
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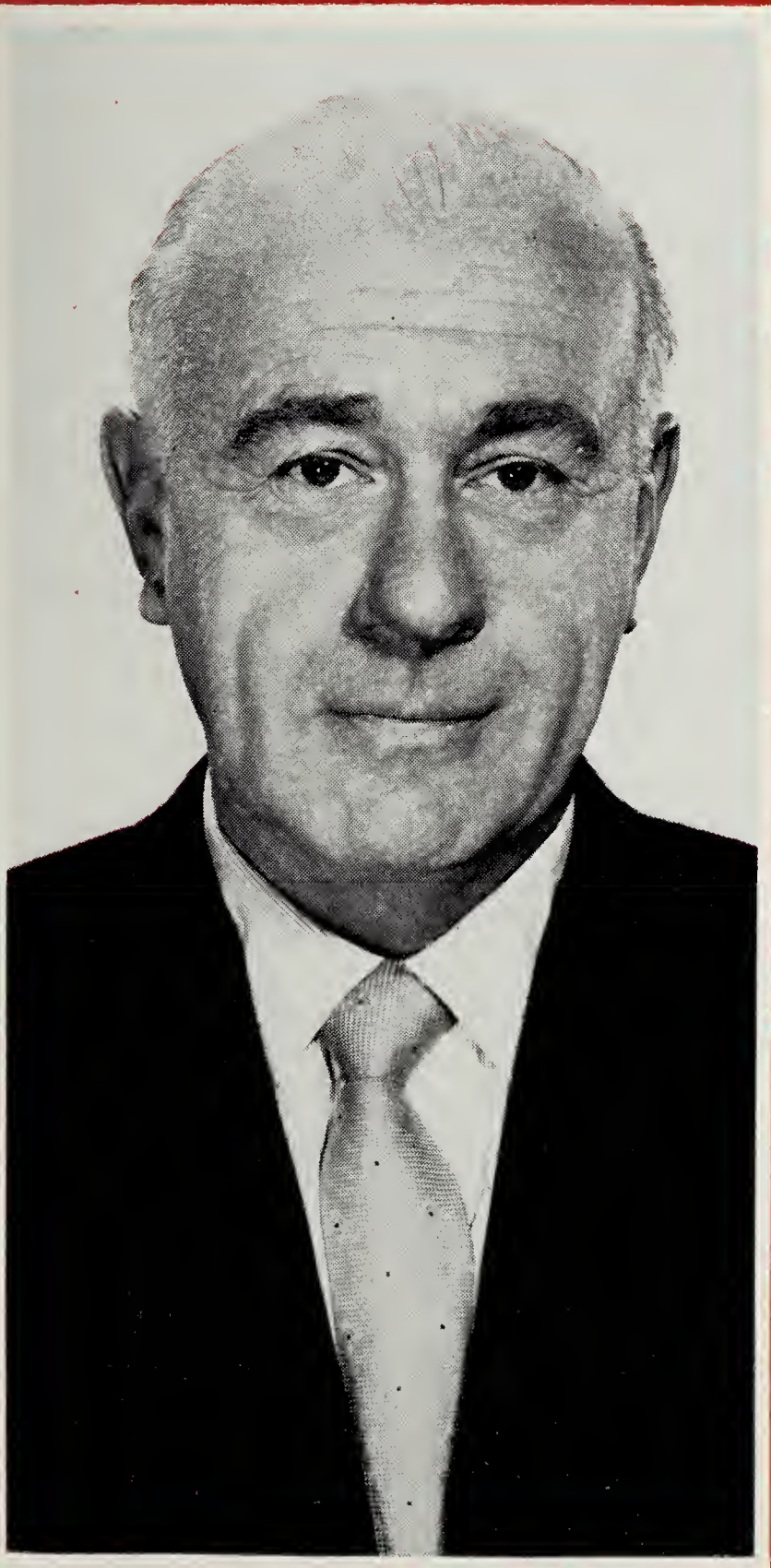
Plus...
**SHOWMEN'S
 TRADE REVIEW**

Founded in 1933 by
 CHARLES E. "Chick" LEWIS

SEPTEMBER 20, 1961 Volume 66 Number 15

IN TWO SECTIONS • THIS IS SECTION ONE

ENTERED AS SECOND CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879



NSS-NFS Take Step To Centralization

(see page 9)

Allied To Battle WB Kiddie Policy

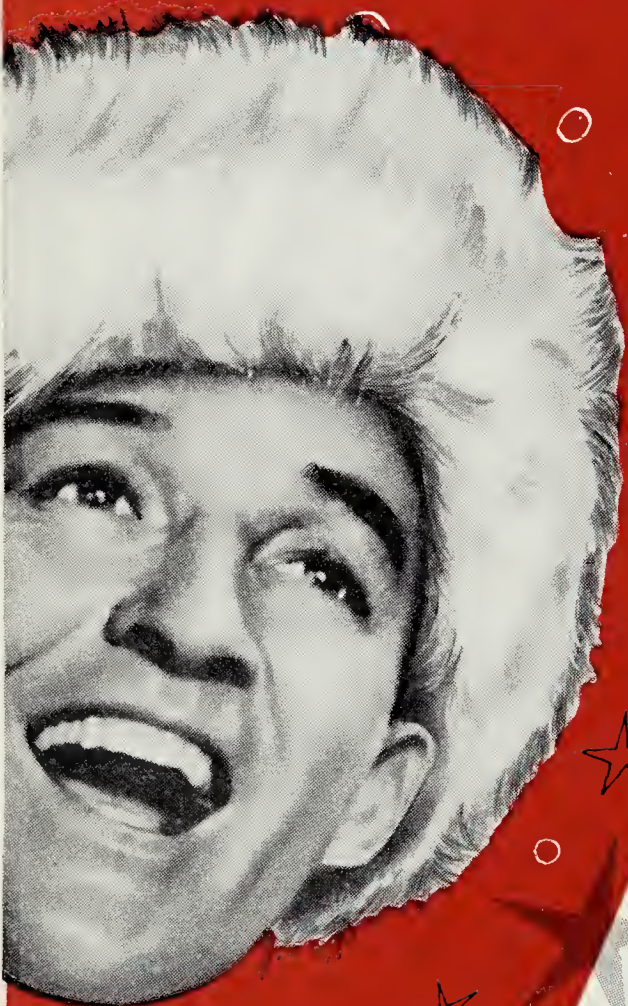
(see page 18)

Sol. C. Siegel, MGM studio chief, was the man behind the pictures announced in this issue for release by president Joseph Vogel's forward looking company. See page 19 for the colorful details, plus the MGM story in pictures on page 12.

The Treadmill Of 50-60% Terms . . . see editorial—page 7

HISTORY'S BIGGEST

—YOURS AGAIN FROM PARAMOUNT!



IRVING BERLIN'S WONDERFUL "WHITE CHRISTMAS"

BING CROSBY • DANNY KAYE
ROSEMARY CLOONEY • VERA-ELLEN

Joyous entertainment

for every season, a

WITH DEAN JAGGER • IRVING BERLIN • Lyrics and Music by
Produced by ROBERT EMMETT DOLAN • MICHAEL CURTIZ • TECHNICO
Written for the screen by NORMAN KRASNA, NORMAN PANAMA and MELVIN FRANK • A PARAMOUNT PICTURE • VISTAVISION • Dances and Music Staged by Roi

OX OFFICE MUSICAL

TRAVELING ACROSS THE COUNTRY IN AREA SATURATIONS!

ENTIRE NEW ENGLAND AREA—OCTOBER 11th

PITTSBURGH, CLEVELAND AND CINCINNATI
AREA—OCTOBER 25th

NEW YORK METROPOLITAN AREA—NOVEMBER 1st

THE ENTIRE SOUTHWEST AND WEST
COAST AREAS—DECEMBER 13th

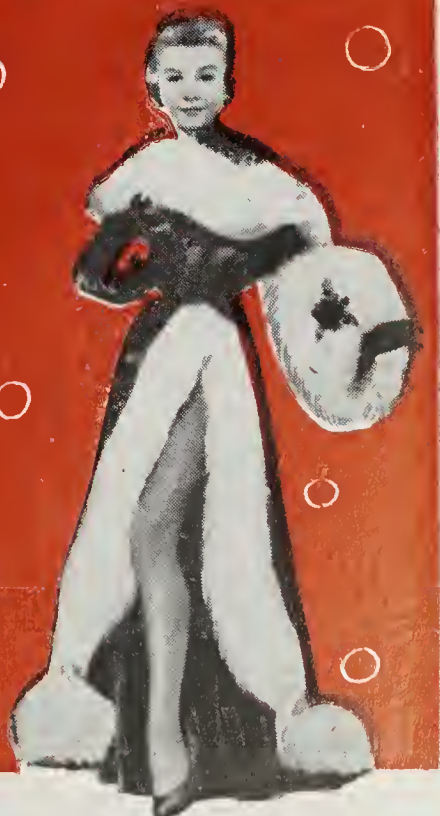
THERE'S A BRAND NEW "WHITE
CHRISTMAS" PACKAGE OF SHOW-
MANSHIP WAITING FOR YOU!

NEW DECCA RECORD ALBUM
PROMOTION! **NEW** TV TRAILERS!

NEW RADIO SPOTS! **NEW** ADS!

NEW LOBBIES! **NEW** POSTERS!

NEW PROMOTIONS!



YOUR THEATRE AN EARLY "WHITE CHRISTMAS" BONUS—BOOK IT NOW!

Universal CAPS ITS EXCITING WITH A HUGE NATIONAL MAGAZINE ADVERTISING

Ads aimed to reach the
hearts of Millions!!!

in McCALL'S • COSMOPOLITAN
GOOD HOUSEKEEPING • LOOK
HARPER'S BAZAAR • SEVENTEEN
REDBOOK • PHOTOPLAY • TRUE STORY
and
SUNDAY PICTORIAL REVIEW

distributed by:

New York Journal-American • Chicago American
Los Angeles Examiner • Boston Advertiser
Pittsburgh Post-Gazette • Baltimore American
San Francisco Examiner • Milwaukee Sentinel
Seattle Post-Intelligencer



WORLD PREMIERE in CHICAGO
UNITED ARTISTS THEATRE OCT. 11th



The story of a woman who
had to shut her eyes to shame
when she opened her heart to

From deep with
...and all the liv
comes one of the
searing dramas

SUSAN HAYWARD
JOHN GAVIN

In A ROSS HUNTER CARROLLTON P
FANNIE H

Back Str

IN EASTMA

also starring **VERA MILES**
CHARLES DRAKE • VIRGINIA GREY • REGINA
Screenplay by ELEANORE GRIFFIN and WILLIAM I
Based on the novel by FANNIE HURST • Directed by DA
Produced by ROSS HUNTER • A Universal-Internatio

MERCHANDISING FOR "BACK STREET"

CAMPAIGN!...

**And these
point-of-SALES promotions
to whip up more local interest!**

**EXCITINGLY NEW
FASHION FEATURETTE FILM**

Starring Susan Hayward,
Vera Miles plus the glamorous
Harper's Bazaar Models in
the gorgeous Jean Louis
fashions especially created for
the picture! **IN COLOR!**
For theatre use and a magnet
for department store tie-ups!

DECCA SOUND TRACK ALBUM
and many single recordings!

NEW POCKET BOOKS' EDITION
of the Fannie Hurst Novel!

PERSONALITY TOURS

UNITED AIRLINES TIE-UP!

**BIG BOLEX CAMERA
PROMOTION!**

**HARPER'S BAZAAR BEAUTY
AND FASHION HINTS
BROCHURE!**

*For details on these and
many other promotions,
see the press book.*



**NEW YORK PREMIERE
CAPITOL THEATRE OCT. 12th**

20TH HAS THE

IN RELEASE!

FRANCIS OF ASSISI starring
BRADFORD DILLMAN · DOLORES
HART · STUART WHITMAN · PEDRO
ARMENDARIZ · Produced by PLATO A.
SKOURAS · Directed by MICHAEL CURTIZ
CINEMASCOPE · COLOR by DE LUXE

READY NOW!

PAUL NEWMAN in ROBERT ROSSEN'S
THE HUSTLER co-starring
PIPER LAURIE · GEORGE C. SCOTT
and JACKIE GLEASON with MYRON
McCORMICK · Produced and Directed by
ROBERT ROSSEN · CINEMASCOPE

FOR THANKSGIVING!

JOHN WAYNE in
THE COMANCHEROS co-starring
STUART WHITMAN · INA BALIN
NEHEMIAH PERSOFF and LEE MARVIN
Produced by GEORGE SHERMAN
Directed by MICHAEL CURTIZ
CINEMASCOPE · COLOR by DE LUXE

FOR CHRISTMAS!

DEBBIE REYNOLDS in
THE SECOND TIME AROUND
co-starring STEVE FORREST · ANDY
GRIFFITH · JULIET PROWSE · THELMA
RITTER · A JACK CUMMINGS Production
Directed by VINCENT SHERMAN
CINEMASCOPE · COLOR by DE LUXE

**SPECIAL YEAR-
END RELEASE!**

**F. SCOTT
FITZGERALD'S
TENDER IS THE
NIGHT** starring
JENNIFER JONES
JASON ROBARDS, JR.
JOAN FONTAINE
TOM EWELL
Produced by
HENRY WEINSTEIN
Directed by
HENRY KING
CINEMASCOPE
COLOR by DE LUXE

**FOR NEW
YEAR'S EVE!**

JACK CUMMINGS'
BACHELOR FLAT starring
TUESDAY WELD · RICHARD
BEYMER · TERRY-THORNTON
CELESTE HOLM · Directed
by FRANK TASHNER
CINEMASCOPE
Color by De Luxe

**FOR FEBRUARY
HOLIDAYS!**

WILLIAM HOLDEN in
LEO McCAREY'S **SATAN
NEVER SLEEPS** co-starring
CLIFTON WEBB · FRANCE NUYEN
Produced and Directed by LEO McCAREY
CINEMASCOPE · Color by De Luxe



and 20th has More, More, More

43 Years of Service to the Theatre Industry

Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 317 North Broad Street, Philadelphia 7, Pennsylvania. New York field office: 8 East 52nd Street, New York 22. West Coast field office: Paul Manning, 454 S. Rexford Drive, Beverly Hills, Calif. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and general manager; Albert Erlick, editor; M. R. (Mrs. "Chick") Lewis, associate editor; George Frees Nanamaker, feature editor; Mel Kanecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada, and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Second class postage paid at Philadelphia, Pennsylvania. Address all official communications to the Philadelphia publishing office.



Volume 66 • No. 15

SEPTEMBER 20, 1961

THE TREADMILL OF 50-60% TERMS

SOMETIMES WE GET the uncomfortable feeling that this industry is on a treadmill, with everyone running as fast as he can to stay in the same place. Recently we were combing back issues of our publication and came across the following editorial. It was headed "50 PER CENT PICTURES," and appeared in the issue of Jan. 20, 1938. You would think that the industry would have come a far piece in almost a quarter of a century, but see for yourself:

"Exhibs who have been of the opinion that the day of the 50 per cent picture has passed can consider themselves misinformed.

"1938 has already brought in the first '50 per cent from the first dollar' entrant.

"This department is not concerned with whether any picture is worth 50 per cent. That is for the distributor and exhibitor to decide. All that can be done here is to point out several factors which might enter into such reasoning.

"1. Is the picture worth 50 per cent on the basis of boxoffice appeal?"

"2. Is the company distributing the picture entitled to 50 per cent on the basis of whether it has been handing its customers money shows consistently?"

"3. If the 50 per cent picture flops, is the policy of the company such that it will adjust to a reasonable figure?"

"4. If the exhibitor pays 50 per cent for one show to

one company, how will that affect the sales policies of other companies?"

"5. Is a 50 per cent precedent for any picture worth it?"

"It would seem that point five is the most important, because precedents in this business are hard to break down.

"The industry is at all times ready to pay top money for top pictures, but this is not a one picture business; it consists of many pictures and the average is far more important than the individual hit.

"It is easy to figure things out beforehand than to try to get an adjustment later."

There it is, and don't forget the date, Jan. 20, 1938. Now answer this question honestly. How far have we progressed from that date? What was true then is true now, except for the fact that the precedents have now become firmly rooted in our business.

We have seen situations grossing less than \$100 dollars daily caught in the death grip of film rentals of 50 and 60 per cent.

It is hard to excuse such behavior, and it is criminal to write these situations off as valueless because of their relatively low grosses. The moment we agree to write off such houses, we will leave a large portion of the population with no theatres at all. At that moment, we will cease to be the great mass medium of entertainment we have become over the years. We will be the losers, not the public. They will soon find other ways to spend their amusement dollars.

NO TIME FOR SECRETS

WE RECENTLY called your attention to MGM as a bright and shining exception to the unfortunately widespread indifferent attitude to trade press advertising. We promised theatremen a product announcement from the company that would be able to transmit to exhibition the excitement and hope for the future that permeates the atmosphere at MGM, led by Joseph Vogel.

Well, here it is in this issue, as colorful and artistically satisfying a creation as we have ever seen. The new vitality and strength of this great company has been translated into motion pictures of great variety and scope, and the theatre screens of this troubled world sorely need such product.

It is heartening to discover that the company has no intention of resting on the mighty laurels won by that entertainment marvel, "BEN-HUR." It has been said that despite the

uncertainties of today's entertainment market, the production that captures the public's fancy, is given a well-planned and imaginative campaign by both distributor and exhibitor, has no gross ceiling.

Certainly a schedule so diversified and exciting and including such potential big winners as "KING OF KINGS," "MUTINY ON THE BOUNTY," and the first Cinerama film to tell a story, "HOW THE WEST WAS WON," may well provide a success story comparable to "BEN-HUR."

It's an exciting product announcement from a wide-awake company with its eye on the future. MGM is letting exhibitors know about its plans, while too many others keep them a secret. When these films reach theatre screens, exhibitors should be well prepared to sell them to the public with all the energies they command.

CONGRATULATIONS, SOL SCHWARTZ

COLUMBIA VICE-PRESIDENT Sol Schwartz has assumed the top post at the company's west coast studio in a transfer of authority unlike most that take place in this often turbulent industry. Schwartz, another of the many exhibitor-oriented industry leaders who successfully made the switch to production and distribution, assumed the reins of leadership from Columbia's Samuel Briskin, who will stay with the firm in an advisory capacity.

Briskin himself was instrumental in the elevation of Schwartz to the top west coast spot, and the reasons for the

smoothness of the changeover are obvious. Under Briskin, Columbia has compiled an enviable record of high quality films of proven boxoffice appeal and prospects for the future are bright indeed.

It is our feeling that in Sol Schwartz, Columbia has found the right man to add additional chapters to this story of success. We wish him well in his new and challenging post, secure in the knowledge that the foundation of a long career in the theatre business adds a real friend of exhibition to the Hollywood scene.

NEWS CAPSULES



FILM FAMILY ALBUM

Arrivals

A son was born to Mrs. Dorothy Giovinco, wife of Vincent Giovinco, assistant controller of United Artists Corporation. The boy Stephen William, who weighed five pounds, 14 ounces, is their third child.

A son, Harold Andrew, was born to Mrs. Jo-Ann Malkin, wife of Edgar Malkin, a member of the legal department of United Artists. It is their first child.

Obituaries

Actor Leo Carrillo 81, died in Santa Monica of cancer. He was known for his Pancho role in the "Cisco Kid" television series and had just returned from a South American trip in behalf of the forthcoming New York World's Fair.

L.A. Censor Bill Studied

HOLLYWOOD—Los Angeles City Councilman C. L. Blanchard has asked his constituents to advise him as to whether they favor municipal film censorship.

Included in 14 questions relating to various municipal matters were two concerning films.

"Do you believe the city should establish a get-tough ordinance calling for stiff fines and imprisonment for persons showing lewd and immoral pictures in public theatres?"

"Do you believe the city should establish a censorship board to review questionable motion pictures?"

Blanchard said that an affirmative reply to either question on his questionnaire would induce him to introduce appropriate ordinances; but Councilman James Harvey Brown, who previously appealed to the State Legislature to investigate the situation and pass legislation that could end the production and exhibition of such pictures, said that if Blanchard introduced any proposal for such a board, he would fight it and was sure it would be defeated.

Ga. Court Studies "Sunday"

ATLANTA—On a chance that state Supreme Court justices pondering the constitutionality of Atlanta's movie censorship law might want to see it, Film Row was in readiness to hold a small and select screening of "Never on Sunday."

Maurice Maloof, attorney for Lopert Pictures, producers, said the call had not come, "but we're ready with a print any time the court wishes it."

Chief Justice W. H. Duckworth indicated that he and associate justices might take a look at the movie before handing down a decision on the legality of the city censorship laws which attempted to ban it as obscene. The screening will be private.

The case reached the Supreme Court on appeal by the city board of censors from a ruling which struck down the censorship law as invalid.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., SEPT. 18

Keiler Keynotes Meet Of MITO In St. Louis

ST. LOUIS—John W. Keiler, II, president of the Columbia Amusement Co., Paducah, Ky., was keynote speaker at the 43rd annual Missouri-Illinois Theatre Owners Convention opened Monday (Sept. 18) at the Chase Hotel.

Registration was held throughout the morning and the convention officially opened by MITO president A. Ray Parker at the luncheon. Westley Bloomer, MITO vice-president, gave the welcoming address. Following Keiler's keynote speech, Phillip F. Harling, chairman of the Joint Committee on Toll TV, spoke on the problems of pay television to the movie industry.

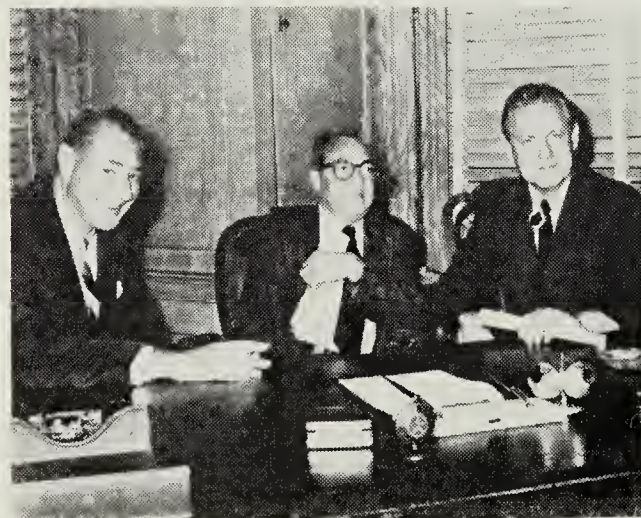
Tom Williams, convention chairman, was panel leader for the business session. On the panel were Bill Williams, Frank Plumlee, L. J. Williams, Pete Gloriod, Bill McKibbons, WIL Radio, and George Roscoe, TOA field representative.

Following the panel and open forum, the delegates heard reports from the nominating, membership and resolutions committees. Dave Arthur, Arthur Enterprises, St. Louis, was master of ceremonies for the banquet and evening festivities. Special guests for the banquet included Arthur's daughter, actress Maureen Arthur, and Bradford Dillman, star of "Francis of Assisi."

During the banquet the delegates voted for Miss Film Row of 1961-62. Afterwards, there was dancing to the music of Ray DeVinney's Orchestra.

WB Ups Williamson

DALLAS—Ed Williamson has been appointed central division sales manager for Warner Bros. supervising the company's branches in Chicago, Dallas, Des Moines, Milwaukee, Minneapolis, Oklahoma City, and Omaha, it is announced by Charles Boasberg, general sales manager and president of Warner Bros. Pictures Distributing Corp.



Arnold M. Picker, executive vice-president, United Artists; Harold J. Mirisch, president, the Mirisch Company which is presenting "West Side Story"; and Robert Wise, producer-director of the film, at a New York conference at which it was announced that advance sales for five key engagements of the picture to date reached \$250,000.



BROADWAY GROSSES

Holdovers Continue Strong

NEW YORK—Average or above business was the order of the day in the Broadway first-runs last week-end. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR the break-down was as follows:

"THE BIG GAMBLE" (20th-Fox). Paramount claimed \$15,000 for the third session. "COME SEPTEMBER" (U-I). Radio City Music Hall did \$102,000 on Thursday through Sunday with the second week sure to hit \$162,000. Stage show.

"ADA" (MGM). Capital reported \$16,000 for the fourth week.

"THE HONEYMOON MACHINE" (MGM). Loew's State reported the fourth week at \$17,000.

"EXODUS" (UA). Warner announced the 40th week as \$16,000.

"SPARTACUS" (UA). DeMile had \$18,000 for the 50th week.

"THE GREAT WAR" (Lopert). Victoria claimed \$8,000 for the third week.

"THE YOUNG DOCTORS" (United Artists). Astor garnered \$24,000 for the fourth week.

"SCREAM OF FEAR" (Col.). Forum reported \$7,100 for the fourth session.

"GUNS OF NAVARONE" (Col.). Criterion hit \$36,000 on the 13th week.

"FRANCIS OF ASSISI" (20th-Fox). Rivoli tallied \$15,000 for the eighth week.

"Barabbas" Screening Set

ROME—Columbia Pictures has called a world-wide meeting of its top sales and promotional executives here on Sept. 22 to witness the first rough screening of its biblical epic, "Barabbas," and for discussions with producer Dino De Laurentiis.

Winging in from the New York home office for the showing will be Rube Jackter, vice-president and general sales manager, Mo Rothman, executive vice-president of the International company; Jonas Rosenfield, Jr., vice-president in charge of advertising and publicity; Robert S. Ferguson, national director of advertising, publicity, and exploitation; and Ralph Serpe, U.S. representative of De Laurentiis.

AA Acquires Cleveland Branch

CLEVELAND—Morey R. Goldstein, vice-president and general sales manager of Allied Artists, announced the acquisition of the company's Cleveland branch office, formerly operated as a franchise by Samuel Schultz, and the appointment of Harold Rose as new Cleveland branch office manager.

WB Records Names Maitland

BURBANK, CALIF.—Jim Conkling, president of Warner Bros. Records, Inc., has announced the appointment of John K. (Mike) Maitland to the post of vice-president, executive director of sales.

NSS-NFS Move To Centralization

Trailer Distribution To NFS As Two Firms Call For Consolidation Of Industry "Back Rooms"

NEW YORK—Eventual consolidation of all industry "back rooms" was seen as the goal with the signing of a long term agreement between National Film Service and National Screen Service. Herman Robbins, board chairman of National Screen, and James P. Clark, board chairman of National Film Service, issued a joint statement outlining arrangements consummated by their companies which will call for a cohesive effort in accomplishing this.

"For over 30 years most segments of the motion picture industry have called for centralized shipping facilities in every exchange center as a means of streamlining operations, freeing companies from expensive exchange buildings, and lowering costs of distribution," Robbins and Clark stated. "While some progress has been made in accomplishing these objectives, the present changes in distribution patterns coupled with smaller release schedules made the timing appropriate for a concerted effort now, and with our two organizations—both dedicated to serving industry needs for many years—working hand in hand, we hope to bring complete consolidation to fruition," they continued.

National Screen, as part of the new arrangements, will turn over to National Film the physical distribution of its trailers on a countrywide basis. "As a first step in this joint effort we are placing our own trailer handling with National Film, indicating our faith in the soundness and future of this philosophy," Herman Robbins stated.

National Film, long active in providing "back room" service to the industry, had its start from many of the film carriers throughout the country. They now handle film on a nationwide basis for Warner Brothers, United Artists, and Buena Vista; in 27 cities for Paramount Pictures; and in several individual cities for other distributors. "This agreement," Clark pointed out, "will give us the strongest possible service combination and should work to the advantage of producers, distributors, and exhibitors."

Clark and Robbins pointed out that an important part of the agreement would provide National Screen with representation on the board of directors of National Film Service.

While the new arrangements are presently confined to "back room" work, both parties made clear that the unique combination of services that their organizations could provide might well lead to the development of other industry services not now being performed by any organization.

New Columbus Critic

COLUMBUS, O.—Ron Pataky, 26, theatre critic and promotion director of the Hartley chain of neighborhood and small-town newspapers in central Ohio, has been appointed theatre editor of the Columbus Citizen-Journal, Scripps-Howard morning daily. Pataky will take over the theatre editorship Oct. 2.

Pataky succeeds Norman Nadel, who is now drama critic of the New York World-Telegram.

Musicians' War Ends; Dissenters Rejoin AFM

HOLLYWOOD—Herman Kenin, American Federation of Musicians and Cecil F. Read, Musicians Guild of America, jointly announced the signing of an agreement to end the split among the studio musicians.

Kenin said that the agreement, which signals the end of three years conflict between the AFM and the west coast independent union of recording musicians, already has been approved by the Federation's international board, and Read said he expected formal approval promptly.

Under the terms of the agreement, which has been in negotiation for several months, the board of directors of the MGA recommends the dissolution of the guild to its membership, and the Federation agrees to reinstate with full membership rights those musicians who have been expelled from the parent body. The Federation also pledges the continuation and extension of practices and policies approved by the Guild.

Four UA Meetings Set Distribution Patterns

LOS ANGELES—The first of a series of four United Artists two-day regional sales meetings took place last week at the Ambassador Hotel here. Arnold M. Picker, UA executive vice-president, presided at the conference.

The meetings, to be held within the next three weeks, will set distribution patterns for the company's line-up of boxoffice attractions scheduled for release during the remainder of this year and for 1962.

In addition to Picker, UA Home Office executives attending the series of sales conclaves are Max E. Youngstein, vice-president; James R. Velde, vice-president in charge of domestic sales; David V. Picker, executive assistant to Arthur B. Krim, president; Eugene Picker, vice-president; Al Fitter, western sales manager; Milton Cohen, eastern and Canadian division manager; Fred Goldberg, executive director of advertising, publicity and exploitation; and J. K. Chapman, head of branch operations.

Also participating in the Los Angeles conferences were branch managers Dick Carnegie, Los Angeles; John Dobson, Denver; W. W. McKendrick, Salt Lake; Frank Harris, San Francisco; and Bob Hazard, Seattle.

The other three conferences are New York, Sept. 22 and 23, at the Park Sheraton Hotel; Chicago, Sept. 29 and 30, at the Ambassador East Hotel; and Atlanta, Oct. 6 and 7, at the Hilton Inn.

New S. F. Theatre Planned

SAN FRANCISCO—A newly formed corporation, the San Francisco Fine Arts Theatre Corporation, has announced the construction of a new theatre a block away from the Larkin theatre. This showcase is now on the drawing boards of San Francisco's theatre designer Gale Santocono, and promises to be completed and opened to the public sometime in February of next year.

Mich. Allied Expects Top Meet Attendance

DETROIT—Next Monday and Tuesday there is scheduled to take place the 42nd annual convention of Allied Theatres of Michigan, Inc., in the various facilities of the Sheraton Cadillac Hotel.

Organizational effort, activity, and the ever-increasing membership during the past decade have been clearly reflected by attendance, interest, benefit, and enjoyment of these yearly get-togethers. Last year, registration reached 250, and this year will probably be somewhat higher.

The respect which Michigan Allied has won under leadership of executive director Milton H. London is indicated by the acceptance of invitations to the gathering by Hon. John B. Swainson, Governor of the State of Michigan; Patrick V. McNamara, Michigan United States Senator; D. R. Pears, Michigan House of Representatives Speaker; and Louis C. Miriani, Detroit Mayor.

The program will pretty well follow the pattern which has proved successful in the past.

The opening luncheon, however, will this year serve two purposes:

The first is to listen to speakers, of which three head the list. Captain Jack Fahlstedt will journey from Grand Rapids, where he is a member of the Police Department, to deliver a pertinent address on the subject, "A Police Official Looks At Censorship." The other two dignitaries are the chairman of the board and the president of Allied States, Ben Marcus, Milwaukee, and Marshall Fine, Cleveland.

The second is to do honor to Richard Graff, exiting branch manager for Universal here. Graff was promoted to the post not too long ago, coming here from Chicago. Now he is being returned there to assume branch managership.

Paying him their respects will be U-I's sales chief Hi Martin, and district sales manager Pete Rosian. They bring with them and will show the convention the first screening of a Universal production reel produced to honor the company's golden anniversary.

As in the past two years, Lee Artoe will present to the winner the silver-and marble trophy at the showmanship sessions.

Culminating event will be the traditional cocktail party, followed by a dinner-dance.

WB Plans Stock Split

NEW YORK—The board of directors of Warner Bros. Pictures, Inc., approved a four for one split of the common stock with the par value per share to be reduced from \$5.00 to \$1.25. Each stockholder of record on Feb. 14, 1962, will thereby receive three additional shares for each share that he then owns.

At the meeting, a dividend of 30 cents per share on the present outstanding stock was declared, payable Nov. 3 to stockholders of record on Oct. 13. The matter of dividends on the new stock after the split will be acted upon by the board after the split becomes effective.

The board also approved a change in the authorized common stock from 5,000,000 shares of \$5.00 par value per share to 7,500,000 shares of \$1.25 par value per share. Of the 635,783 shares of common stock now held in the treasury, 630,783 shares will be retired.

TOA Sets Agenda For D-I Session; "Star Of Year" Recipient A Secret

NEW ORLEANS—Drive-in operating techniques, from viewpoints ranging from merchandising to legal problems, insurance coverage to using foreign-made product on the screen, will be aired at the 14th annual convention of the Theatre Owners of America, at the Roosevelt Hotel here, Albert M. Pickus, TOA president, announced.

Pickus said that under the direction of Edwin C. Tobolowsky, general counsel, Texas Drive-In Theatre Owners Association, a drive-in forum will be held Oct. 12, the last day of the four-day convention, in the Roosevelt's University Room.

The all-morning session will be preceded by an 8 a.m. breakfast, at which the Alexander Film Company will be host.

T. G. Solomon, McComb, Miss., one of the four convention co-chairmen, will be chairman of the meeting, with Tobolowsky serving as moderator. Time will be allocated for questions from the floor.

Pickus said the drive-in session was organized by the Texas Drive-In unit, which affiliated last spring with TOA. Participants and their subjects will include:

Tobolowsky, "Future of the Drive-In Theatre"; Tim Ferguson, Grand Prairie, Tex., president of the TDITOA, "Merchandising the Drive-In Theatre"; Oscar A. Brotman, Chicago, president of the Greater Chicagoland Drive-In Theatre Association, "Big City Drive-In Showmanship"; Allen D. Iselin, Albany, president of the Tri-City Drive-Ins, "Effective Operation"; Allen Preville, Oakhurst, N. J., insurance consultant for TOA, "Drive-In Insurance"; Herman M. Levy, New Haven, TOA's general counsel, "Legal Problems"; and Walter Reade, Jr., president of Walter Reade, Inc., Oakhurst, N. J., and past-president of TOA, "Using Specialized Film in the Drive-In."

Pickus also announced that there will be movie stars galore at the convention, but the "Star of the Year" recipient will be kept a deep secret until the moment of presentation of the award.

Robert W. Selig, executive vice-president of National Theatres and assistant to the TOA president, is chairman of the TOA Star of the Year committee handling Hollywood star participation in the convention.

Selig reported he has received commitments from every major Hollywood studio to send some of their personalities to the convention, assuring a record turnout of actors and actresses for the big exhibitor show.

However, Selig said, instead of announcing the Star of the Year Award winner a few weeks prior to the convention, the star's identity will not be revealed until the star is ushered on stage by the other Hollywood personalities at the President's Banquet Oct. 12, which will conclude the convention.

Selig said that the commitment to attend the convention had already been received by the star selected for the coveted award.

The award is given annually by TOA to the actor or actress it feels has not only been a consistent boxoffice attraction, but who has also brought credit to the motion picture industry.

Previous winners have been Danny Kaye in 1954, James Stewart in 1955, William Holden in 1956, Rock Hudson in 1957, Deborah Kerr in 1958, Jerry Lewis in 1959, and Doris Day last year.

Members of Selig's committee are Roy Cooper, San Francisco; George G. Kerasotes,

Columbus Considers New Censorship Ordinance

COLUMBUS, O. — City censor board composed of 15 members selected by Mayor Ralston Westlake would pass on all films shown here under terms of an ordinance prepared for introduction in city council by Mrs. Golda May Edmonston, Republican councilwoman. Public hearing on the ordinance was scheduled for Sept. 18.

Although there would be 15 board members, films could be reviewed by as few as five members. A majority of the five could approve or reject films, in whole or in part. If there is a disagreement among the five, the entire board would view the film in question.

License fee of \$3 for films up to 1000 feet is provided and another \$3 for each additional 1000 feet or part thereof. Fines of \$500 and six months in jail are provided for violations.

Col. Int. Names Berman

NEW YORK—The appointment of Julian D. Berman as Columbia Pictures International's manager in Japan was announced by Mo Rothman, executive vice-president. Berman, who begins his Tokyo assignment immediately, succeeds William Schwartz, who has resigned.

Until recently, Berman was for two years the continental manager in Europe for Walt Disney Productions. Prior to that he had a 32-year career with MGM, the last seven as continental sales manager in Paris. Among his other duties for MGM, he was manager in Japan from 1936-39.

Seidelman Joins AIP

HOLLYWOOD—Samuel L. Seidelman has been appointed vice-president in charge of foreign distribution for American International Export Corporation, it was announced by president James H. Nicholson and executive vice-president Samuel Z. Arkoff.

Seidelman succeeds William G. Reich, who has resigned and who will remain with AIP in an advisory capacity.

Springfield, Ill.; Arthur H. Lockwood, Boston; Sidney M. Markley, New York; E. D. Martin, Columbus, Ga.; John H. Rowley, Dallas; John B. Schuyler, Butler, Wisc.; and John H. Stembler, Atlanta.

Selig said it is his intention to show 35mm clips of recent or forthcoming pictures featuring the many stars who will attend, as a means of introducing them to the more than 1,000 exhibitors who will be at the convention.

The convention, New Orleans, La., October 8-12, took on an international flavor with the announcement that a leading Australian exhibitor will be among the registrants.

Pickus said that Reginald C. J. Hunt, chairman and managing director, Boondall Drive-In Pty. Ltd., of Brisbane, Australia, and his wife, Patricia, will attend the convention.

Pickus said that delegates from Canada and Mexico are expected, and that as in past years, representatives of European countries are generally among the late registrants.

Classification System Favored By Corman

CHICAGO—Tabulation of responses to Roger Corman television interviews here reveals 87 per cent of the writers agreed with his suggestion that motion pictures be permitted even greater leeway under a classification system and that Hollywood cease firing its blockbusters at a general audience mistakenly believed to be no higher than 13 years old mentally.

Interviewed in Chicago by Eddie Hubbard and Jack Brickhouse while on an exploitation trip for "The Pit and the Pendulum," which he produced and directed, and his upcoming "The Intruder," Corman expressed aversion to censorship but plumped for classification as the only alternative for the motion picture industry.

"The audience," he said, "has matured faster than motion picture producers who still think in terms of 13-year-old mentalities. Why, even the 13-year-olds are more aware of the world than most Hollywood filmers.

"Instead of censorship," he continued, "it's time for classification—general for that type of picture, over 18 for the so-called adult features which are beginning to explore a real world."

In response to a question regarding raising of the bars to limit subject matter, Corman said, "Let's lower them. The bars are not low enough yet to give true pictures and stimulate a thinking audience to attendance on subject matter—human relationships and problems—that interest it. We have set up artificial barriers to protect children, who are a small part of the market. Make pictures for children and family attendance, of course, but don't obscure the future of features with a concentration on a single market.

"Hollywood, in fact, has yet to learn the lesson of specialized audiences. Look at the magazine field. Most of the successes are specialty publications for a specialized audience. In a country and world as large as this, even a specialized audience can be tremendous. It is false to seek the Grail of general appeal always. Better to keep the industry going with specialized pictures than let it sink on generalities that are full of holes.

"Two opposite fields of features prove the factual basis of my point—Disney and art films. Disney does things in his metier perfectly and successfully. Art houses are successful and the producers of their films are successful.

"In the magazine field, there are a large variety of publications catering to a variety of special readerships. All have large circulations. The same could be true of motion pictures and a realistic approach could benefit budgets. If the bars were lowered for movies, the adults who decry the inanity of theatre-going would have fare of the type they're hungry for. Film-making thus would create its own audiences automatically."

Texas Marks Movie Week

DALLAS—The week of Sept. 11 through 17 was proclaimed "Movie Week in Texas" by acting governor Preston Smith during his recent tenure as Governor For A Day.

In his proclamation, the motion picture industry was lauded as an outstanding medium devoted to entertaining the public and for carrying the American ideal to all the nations of the world.

This year marks the 60th anniversary of the industry, and theatres around the state invited their patrons to join in celebrating this designated week.

S.W. Managers Plan Drive For Attendance

NEW YORK—A general meeting of all managers for the states of New Jersey and New York was called by Charles A. Smakwitz, zone manager of Stanley Warner Theatres, at the zone offices in Newark, N. J., as the kick-off of a drive to formulate plans for the on-coming months in the face of business conditions and picture releases.

Smakwitz said: "Now is the time for action. Plans must be made in advance with designated, tried and proven activities for each theatre, depending on the particular situation. Some men can generate activities on their own and others cannot, but an exchange of ideas at the 'point of sale' or at the 'grass roots' can be helpful in creating team work and enthusiasm for the big push. 'Hard sell' exploitation and tie-ups on pictures, coupled with extra-curricular activities can keep the theatre in front of the public and make it a consistent gathering place for their entertainment requirements, as well as fill their leisure time."

In order to give the campaign a solid impact, the drive will cover the months of October, November, and December. A brochure, listing many ideas, was given to each manager from which he will choose extra curricular ideas which will best fit his particular operation. October and November will incorporate these ideas, and December will be set aside as "Cash in December," the money month for trailers, rentals, benefits, etc. This, coupled with the exploitation and advertising of pictures, will make a package campaign for each theatre.

This is a comprehensive campaign. At this general meeting, John McKenna, film buyer and Arnold Lewis and William Clark, film bookers, discussed forthcoming product; Edgar Goth, advertising; Louis E. Dennis, details and expenses; George Isenberg, real estate; John Damis, maintenance and repair; Charles Piltz, sound and projection.

Sunday Law Exempts Exhibs

INDIANAPOLIS—Motion picture theatres will not be subjected to the enforcement of the state's 56-year old Sunday closing law.

Adherence to the policy which will exempt film houses from the provisions of the Sabbath statute has been announced by mayors, sheriffs, and police in all sections of the state.

Allen County Prosecutor J. Byron Hayes said in Fort Wayne that no attempt would be made to interfere with theatre operations, although retail establishments had been notified of his determination to enforce the 1905 law as of Sept. 17.

Exhibitors remained concerned, reasoning that if the challenge of the law reaches the State Supreme Court, it might rule against "selective" enforcement and compel the closing of all types of business.

One arrested supermarket owner said, "This ancient law will be either forgotten as it should be or it will be enforced totally. We're going to see to it that that's the way it works out."

Col. Names Kronenberg

NEW YORK—Abe Kronenberg has been appointed campaign coordinator for Charles H. Schneer's color and SuperDynamation production, "Mysterious Island," it is announced by Robert S. Ferguson, Columbia national director of advertising, publicity and exploitation.

Schwartz To Head Columbia Studio Oct. 2; Briskin In Advisory Role



Vice president Johnson is presented with a "Golden RKO Pendant" by Jerry Baker of Washington, D.C., which will admit the President of the Senate to any RKO Theatre for the rest of his life.

New Allied Recruits From Western Penna.

DETROIT—Swelling the previous two lists of new members of Allied States Association of Motion Picture Exhibitors as reported in MOTION PICTURE EXHIBITOR in the past few issues, comes the report of new recruits via Allied Motion Picture Theatre Owners of Western Pennsylvania.

Under direction of Harry B. Hendel, the unit has launched a three-pronged attack: one, the highly-successful COMPO-Marcus promotion in the Pittsburgh area; two, the combat against Pennsylvania censorship law; and three, the struggle against local admission taxes.

To present Pennsylvania membership are now added:

Jack Mervis, Embassy, Aspinwall; Kenneth Winograd, Rialto, Beaver Falls; Bert C. Kiehl, Best, Edinboro; Joe Delisi, Capitol, Nanty Glo; Harold Graffius, Rowland, Philipsburg; Charles Mervis, Cameraphone, Pittsburgh; Stanley Peters, Sr., Ritz, St. Clair; Blatt Brothers, Altoona D. I., Altoona; Ray Lewis and Dr. Urling, Tusca D.I., Beaver; Donald Mungello, Tri-State D. I., Burgettstown; Chester DeMarsh, Pioneer, Butler; Ray Woodward, Sky-Hi D.I., Cranberry; Blatt Brothers, Corry D.I., Corry, and Ernie Warren, Greater Pittsburgh D.I., East McKeesport.

Two Texas Houses Integrate

AUSTIN, TEXAS—Two local theatres, the Varsity and Texas, which have been the scene of frequent demonstrations for nearly a year have integrated their student audiences. Charles Root, Interstate Theatres city head, said, "Our position has always been that we would integrate when the time was right, and the people of the community are now ready."

Earl Podolnick, president, Trans-Texas Theatres, said only the one house was being integrated at the present time. He said integration was "peculiar to the area in which we operate the Texas to see if this is a feasible and workable arrangement." Major downtown houses were expected to continue a policy of segregation.

HOLLYWOOD—Samuel J. Briskin, Columbia vice-president in charge of west coast activities, announced that vice-president Sol Schwartz will take over the complete operation of the company's Hollywood studio Oct. 2.

Under the terms of his contract, Briskin will remain at the studio on a full-time basis until January or April, 1962, following which he will be available to the studio in an advisory capacity for a period of two years.

Schwartz, who joined Columbia March 7 of this year, following more than 30 years with RKO Theatres, of which he was most recently president, stated at the joint press conference at the studio that he felt the Columbia studio organization and its facilities were the finest in Hollywood. He said the company would continue to seek out the best creative talent available for its motion pictures. The new studio head stated, "The public will support a great motion picture. There is, in fact, no top to what a film will gross."

Schwartz said that Arthur Kramer would serve as creative head of the studio on all matters concerning stories and scripts. Vice-presidents Irving Briskin and Gordon Stulberg remain in their respective capacities, while Jack Fier continues to serve as studio production manager. Billy Gordon, who recently joined the studio as talent executive, will continue in that capacity. Schwartz said also that all department heads would remain in their posts.

Schwartz stated that he was particularly impressed by the "wonderful, warm feeling and complete spirit of cooperation" which he felt throughout the company. Schwartz, who was signed to a five-year contract when he joined Columbia earlier this year, has spent a number of months in Hollywood, familiarizing himself with studio activities.

Highroad Names PR Rep

NEW YORK—Marking Highroad Productions' recently announced plan for an expanded program of "subsidiary" features, Highroad vice-president Irving Rubine has appointed Cleary-Strauss-Irwin and Goodman as public relations representatives for the production company which releases through Columbia.

With Carl Foreman's "The Guns of Navarone" launched on record-breaking levels in England, the U.S., Europe, and the Far East, Highroad president Sidney E. Cohn has accelerated its development program for new creative talent.

In addition, CSIG's staff on both coasts will function on pre-release campaigns for the following Highroad projects intended for Columbia release:

"The Victors," "Holiday," "Trial of Strength," and an untitled Greek-American co-production.

Ginsburg On Product Hunt

NEW YORK—Lew Ginsburg, prominent film distribution executive who recently formed International Film Associates, left on an eight-week business trip to Europe.

While abroad, Ginsburg will conclude negotiations on a series of 25 features made abroad for release to theatres in the U.S. and Canada.

THERE is probably no more than a handful of appreciative moviegoers enjoying Metro-Goldwyn-Mayer's films who realize that the Latin phrase worn proudly by Leo the Lion like a garland of quality means "Art For Art's Sake."

Motion pictures are, however, by design and necessity a mass entertainment medium, and motion picture "art," to be successful, must communicate with a mass audience. It naturally follows, therefore, that "Ars Gratia Artis" must be interpreted to mean boxoffice action along with critical acclaim.

The economic realities of motion picture production are such that a measure of commercial success must be attained if a company's desire to serve its industry and its public is to extend over more than a single film. MGM is in business to stay, and a look at its artistic future is the best proof of this assertion.

During the film industry's golden days, before television, do-it-yourself (if you dare), and the family sport of knocking down ten-pins encroached on the movies' claim to public leisure, MGM was a giant among giants. Exhibitors lucky enough to have Leo's roar ringing through their theatres opened their doors and stood back to avoid the rush. Upwards of 90,000,000 pairs of eyes were focussed on Hollywood each week.

Then, to borrow a Biblical phrase, came the deluge, and a good part of the audience for films was washed away, along with many production companies and theatres. When the Hollywood skies had cleared enough to enable the somewhat shaky survivors to take stock, they found themselves still in



the movie business, but not the same one they had known.

The price for failure was far greater than it had ever been before. On the other hand, the rewards for success were more fabulous than ever before. The giants were hurting too, and

MGM



the **LION** is



MGM studio chief Sol C. Siegel is flanked by the future as he reviews the rising careers of new personalities.

James Shigeta and Carroll Baker in a warm scene from the tender love story now in release, "BRIDGE TO THE SUN"



Crowds gather to hear Christ (Jeffrey Hunter) deliver the Sermon on the Mount in Samuel Bronston's mighty Biblical epic for MGM release in reserved seat, roadshow engagements, "KING OF KINGS."

turned its future over to a new management team led by exhibition-oriented Joseph Vogel. He proceeded to put all of MGM's eggs into "Ben-Hur's" chariot. It was an act of second to none in the industry, and turned into what is probably the most successful gamble ever undertaken in the entertainment world.

Now the ink flows black again, and a rejuvenated MGM looks to the future with new vigor. It shapes up as quite a picture, too, with plans for the 1961-62 year leading toward the most ambitious program of motion pictures ever undertaken by the company.

MGM's studio chief Sol C. Siegel heads an operation, the extent of which can be appreciated best in the light of record employment figures. In recent weeks, peaks of manpower have gone over 3,500, with every skill and craft necessary to quality production represented. This month, the studio's generating plant will produce enough electrical power to supply a city of 40,000 inhabitants, and facilities for transportation grow as new records are set in mobilizing film companies on distant locations.

Creative manpower includes 30 top writers and 16 directors, all involved in projects nearing completion, before the cameras, or in the planning stage with early shooting starts. Supervising this feverish activity are 15 of the industry's best known producers.

Siegel, following recent conferences on the coast with Vogel, remarked that MGM is in its strongest position in history from a standpoint of big scale product.

"It has taken several years for us to attain this momentum,"

said Siegel. "We now are in the fortunate position of having fully developed scripts far in advance providing ample time for complete preparation before going into production."

Sixteen major films are completed and ready for distribu-

ROARING



Stars of "FOUR HORSEMEN OF THE APOCALYPSE" are seen against a background of a scene inspired by the classic novel by Vicente Blasco-Ibanez



tion; seven are in production; and 17 are being prepared for early filming. It is a lineup of heroic proportions, guaranteeing diversified entertainments to the theatres of the world on continuous release over the coming season.

Represented in the list is a galaxy of stars comparable to any ever rounded up for a production program, bolstered by a growing list of young personalities climbing toward stardom guaranteed to keep MGM at the head of the star-maker list.

While Vogel was on the coast, he screened the completed films, rough cuts, and the rushes of product to be released in the months ahead. His reaction—"No one has ever seen a group of motion pictures as outstanding as the product I recently viewed at the studio." While the president's comments are hardly unexpected, a quick look at the most ambitious of the releases shows sufficient cause for optimism.

Here are Vogel's impressions of what might be referred to as MGM's big four, "King of Kings," "Four Horsemen of the Apocalypse," "Mutiny on the Bounty," and "How the West Was Won."

"King of Kings," following the pattern that MGM established for "Ben-Hur," will have its world premiere in New York Oct. 11, followed by reserved seat openings in leading cities

Bob Hope finds himself in a "BACHELOR'S PARADISE" as he tries to convince lovely Lana Turner to return his ardor.



Tahitian canoes greet the HMS Bounty after its long and arduous voyage from England in this scene from "MUTINY ON THE BOUNTY," epic starring Marlon Brando and Trevor Howard.

throughout the world. Vogel says, "This motion picture is certain to take its place among the most memorable films of all time."

Certainly the advance campaign has generated the kind of public interest that is a precursor of success at the boxoffice. More than 236,000 reserved seat tickets have already been sold for premiere engagements of the Samuel Bronston epic. The volume of group sales, special student performances, and individual ticket orders exceeds the pace of "Ben-Hur." These figures are even more remarkable when it is considered that no advertising on the film has yet appeared any place but in New York and the trade press.

"The Four Horsemen of the Apocalypse," now in final editing and scoring work, will be a major winter release. With an international cast headed by Glenn Ford, Ingrid Thulin, Charles Boyer, Paul Henreid, Yvette Mimieux, and Karl Boehm, it is among the most lavish spectacles ever filmed by MGM.

"Mutiny on the Bounty," starring Marlon Brando as Fletcher Christian and Trevor Howard as Captain Bligh, is 90 per cent completed and is said to exceed in scope and excitement any film ever made.

Vogel also saw the filming of the MGM-Cinerama co-production, "How the West Was Won." The cast is staggering in its name power, and the unique motion picture will be the first dramatic story to be told in Cinerama process. A second MGM-Cinerama production, "The Wonderful World of the Brothers Grimm," is just starting location shooting in Europe. Both will be writing new chapters in entertainment history with unlimited audience appeal. Cinerama situations are increasing in number, and with MGM turning the cameras, it appears that the product shortage for the exciting process is about over.

To those who can think back on MGM's earlier glories with a twinge of nostalgia for the "good old days," one memory sure to linger is the fabulous list of contract players that per-



Christ begins the tortuous march to Calvary in another powerful dramatic scene from "KING OF KINGS," currently getting a buildup similar to "Ben-Hur."

An Arabian Nights version of the hot seat is seen here in Joe Levine's latest excursion into movie magic, "THE WONDERS OF ALLADIN."



formed along with Leo the Lion. For a time it appeared that the home-based stable of stars was to remain just a pleasant memory, but recent events have proven that a major studio without an ever-growing list of popular performers and rising youngsters lacks something of the continuity necessary to protect a position of prominence in the industry.

MGM is again building a star roster, and the way in which they use their younger players, advancing them from one assignment to the next until at last their names carry a feature of their own, is interesting to catalogue.

Here is the record of 13 new personalities rapidly becoming established with film audiences everywhere.

George Peppard will be seen in a top role in "How the West Was Won," following his recent loanout to Paramount for "Breakfast at Tiffany's." He launched his motion picture career in MGM's "Home From the Hill."

George Hamilton will star with Kirk Douglas, Cyd Charisse, Edward G. Robinson, and Claire Trevor in "Two Weeks in Another Town," a sixth top assignment since his screen bow. He can also be seen in MGM's "Light in the Piazza" and "Thunder of Drums."

Yvette Mimieux appears in "The Wonderful World of the Brothers Grimm" after a role in "Light in the Piazza" with Olivia deHavilland and Rossano Brazzi. She has also appeared in the popular "Where the Boys Are" and the above mentioned "Four Horsemen."

A new duo teamed for comedy and romance are Jim Hutton and Paula Prentiss, currently finishing "Bachelor in Paradise," with Bob Hope and Lana Turner." They are shooting "The Horizontal Lieutenant," and were similarly cast as a team in "Where the Boys Are" and "The Honeymoon Machine."

Brigid Bazlen went to "How the West Was Won" from "The Honeymoon Machine" after being discovered for the role of



Howard and Brando land in Tahiti with their forces and find a welcome warmer than they hoped.

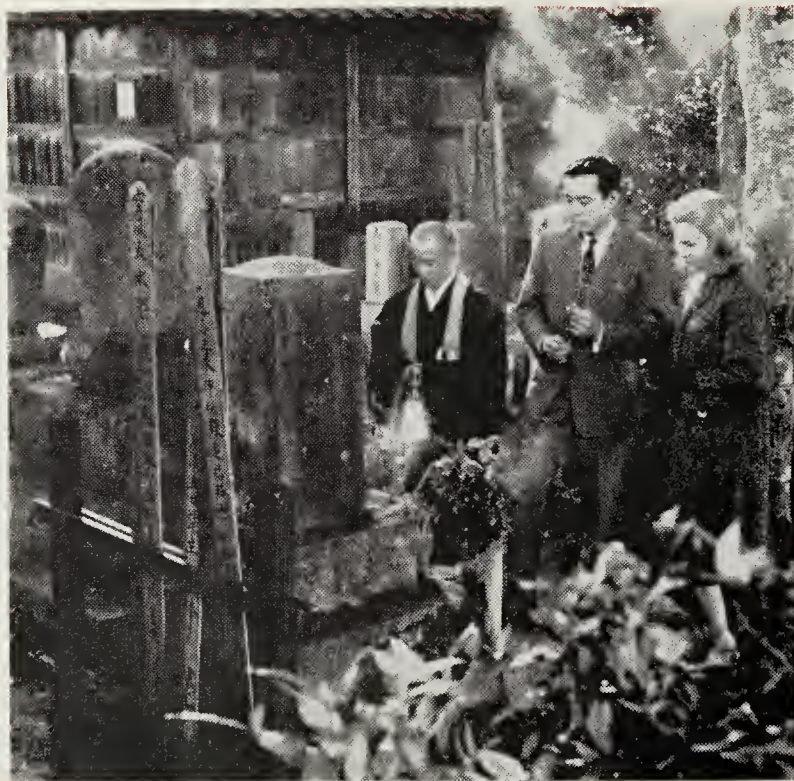


The four stars of MGM's colorful dramatic entry, "LIGHT IN THE PIAZZA," Olivia deHavilland, Rossano Brazzi, Yvette Mimieux and George Hamilton enjoy lovely Florence, Italy.



An American pioneer family pushes off down the Ohio in MGM-Cinerama's "HOW THE WEST WAS WON."

Shigeta and Baker with a Japanese priest in another atmosphere-packed scene from "BRIDGE TO THE SUN."



Paul Newman and Geraldine Page are ill-fated lovers in the MGM screen version of Tennessee Williams' "SWEET BIRD OF YOUTH."



Salome in "King of Kings." Another youthful player of promise is Joyee Taylor, seen in "Atlantis, the Lost Continent" and "Ring of Fire." "Mutiny on the Bounty" will introduce Polynesian beauty Tarita. MGM's television operations also provide a training ground for the big screen, as can be seen by the burgeoning careers of such young personalities as Joan Staley, of "Asphalt Jungle"; Lori Martin, of "National Velvet"; Richard Chamberlain, of "Dr. Kildare"; and Carole Wells, also of "National Velvet." MGM is doing what it can to insure the marquee of theatres everywhere against running out of names that sell tickets.

Thus far, we have spoken briefly of several of the features upcoming to make the MGM schedule as attractive as it is. This is by no means the extent of the list. Current releases, completed productions and features acquired for release by MGM include "Ada," "The Honeymoon Machine," "Bridge to the Sun," "A Thunder of Drums," "Bachelor in Paradise," "Light in the Piazza," "The Colossus of Rhodes," "The Thief of Baghdad," "The Wonders of Aladdin," "Invasion Quartet," "The Tartars," "Murder, She Said," "A Matter of Who," and "Postman's Knock."

Now shooting, in addition to product previously mentioned, are "Sweet Bird of Youth," "A Very Private Affair," "I Thank a Fool," and "All Fall Down."

Films announced by Siegel as preparing for shooting are Irwin Shaw's "Two Weeks in Another Town," "The Swordman of Sienna," Billy Rose's "Jumbo," "The Travels of Jamie McPheeters," Tennessee Williams' "Period of Adjustment," William L. Shirer's "The Rise and Fall of the Third Reich," Irving Wallace's "The Prize," "The Courtship of Eddie's Father," "It's Only a Paper Moon," "Over the Rainbow," "Guns in the Afternoon," "Raditzky," "Away From Home," John Steinbeck's "The Winter of Our Discontent," Franz Werfel's "The Forty Days of Musa Dagh," and a sequel to the hit "Seven Brides

One of the scenic wonders in "WONDERS OF ALADDIN" is this belly dancer whose gyrations grace the film.





Glenn Ford, star of "FOUR HORSEMEN OF THE APOCALYPSE," goes on a champagne binge in this scene of revelry and romance.



The Last Supper scene from "KING OF KINGS" finds the disciples gathered again.

Fleeing Apache warriors are routed by the Cavalry led by Richard Boone in MGM's "A THUNDER OF DRUMS."



for Seven Brothers," based on "The Sobbin' Women."

We have spoken of the 13 newcomers on which MGM pins its hopes for a continuing string of successful productions. Let's list some of the stars that are to appear in the lineup of feature releases from Culver City. If your favorite isn't on this list, it will be a real surprise.

Starring in coming features are Gregory Peck, Debbie Reynolds, John Wayne, Bob Hope, Lana Turner, Glenn Ford, Olivia deHavilland, Marlon Brando, Paul Newman, Trevor Howard, Laurence Harvey, Geraldine Page, Eva Marie Saint, Charlton Heston, Doris Day, Kirk Douglas, Susan Hayward, Jimmy Durante, Stephen Boyd, Edward G. Robinson, Cyd Charisse, Brigitte Bardot, Henry Fonda, Richard Widmark, James Stewart, Orsen Welles, Victor Mature, Ingrid Thulin, Charles Boyer, Rossano Brazzi, Donald O'Connor, Richard Harris, Vittorio de Sica, Jeffrey Hunter, Siobhan McKenna, Carroll Baker, Peter Finch, and Shirley Knight. This is by no means a complete list, but it does furnish some idea of a very pleasant situation for any film company.

There are some critics of this fabulous world of motion pictures who somehow find it difficult to accept the fact that films racking up a commercial success can at the same time have a claim to artistic excellence. Blinded by the goodies from abroad, and ignoring the fact that only a relative handful of filmgoers will ever see such efforts, no matter how worthy they may be, they have a tendency to dismiss the films made by American moviemakers all too lightly.

Leo the MGM Lion wears his motto proudly—"Ars Gratia Artis." We hope we are not out of line when we wish MGM's star-studded and wonderfully varied lineup of future releases a happy commercial future as well. Movies are the entertainment medium of the masses, and the seemingly endless flow of mediocrity from the tv screen only solidifies this position.

The Lion has never been so frisky. May his roaring long endure.

Allied Prepares To Fight WB Policy Against Pix Switch For Kiddie Show

NEW YORK—Allied States Association of Motion Picture Exhibitors will fight on a nation-wide scale the policy of compelling a theatre to play at a kiddie matinee show a picture it adjudges to be unsuitable for children, as recently announced by Warners as a policy on "Fanny."

William Infald, president, Allied Theatre Owners of New Jersey, is reported as leading the fight on this Warners policy. "This is an acute emergency," he said, "because the Warner Brothers policy can disrupt exhibition. It is the worst thing that can happen to the small subsequent runs. We are not going to allow any company to force any unsuitable pictures on us for Saturday matinee kiddie shows," he added, noting significantly that "18 to 25 per cent of the total gross of the distributors is accounted for by these exhibitors."

The issue broke into the open when the ATONJ made public the text of a letter to Charles Boasberg distribution chief of WB, on "your company's policy which will eventually break down exhibitors' hard work and planning over the years regarding the separation of Saturday matinee shows which have been specifically planned and selected for child patronage."

It was further charged that "only harm and resentment can come from both child and adult patronage if the exhibitor is forced to play a picture on a Saturday matinee which cannot satisfy both."

Infald said that the letter resulted in a meeting with Boasberg and Jules Lapidus, WB vice-president and eastern division manager. He said he and Wilbur Snaper represented the ATONJ at the session, with Boasberg reported "adamant" against changing the policy.

AB-PT To Redeem Shares

NEW YORK—Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., announced that the board approved the redemption on Oct. 20 of all outstanding shares of the five per cent preferred stock (\$20 par value) at the applicable redemption price of \$20.50, plus an amount equal to the accrued dividend to such date of five cents per share, or a total of \$20.55 per share. There are now 67,931 shares of preferred stock outstanding, all of which are also entitled to receive the regular 25 cents dividend payable on Sept. 15.

The books will be closed on Sept. 20 to further transfer of all shares of preferred stock. Notice will be mailed to preferred stockholders, and payment of the redemption price will be made to holders commencing on Sept. 21 upon surrender of their certificates to Bankers Trust Company, New York.

There was originally issued early in 1953 608,041 shares of preferred stock. The elimination is being made in order to simplify the capital structure of the corporation and to eliminate the dividend requirements on such stock.

AA Shifts Managers

ATLANTA—Gene Goodman, branch manager, Allied Artists here for the past three years, transferred to the New Orleans branch, Bill Hames, former district manager for the company, is the new branch manager.

Rank Report Urges More Worthwhile Film Fare

LONDON—Presenting the Rank Organization report for the year ending June 24, managing director John H. Davis revealed that the fall in cinema attendance appeared to be halted as far as their houses were concerned. For some months figures had been stable, but he was not as yet prepared to say if this would be permanent.

The problem now facing the industry, Davis claimed, was the shortage of "worthwhile films." Only 196 features were registered last year against 450 in the three immediate post war years, but he was proud that of the 12 top boxoffice hits played during the year, no less than eight were British. He sounded a warning against making substandard films, particularly in the \$200,000 bracket, to exploit the shortage, suggesting no one would benefit from them.

Continuing, Davis reported that the group closed a further 63 cinemas in the period, making a total of 121 since rationalization was inaugurated in 1957. They are operating 394 and he does not anticipate many more closures.

"Advise" Company Hosts Press

WASHINGTON, D.C.—Jonas Rosenfield, Jr., Columbia vice-president in charge of advertising and publicity; Robert S. Ferguson, national director of advertising, publicity, and exploitation; and Richard Kahn, exploitation manager, arrived here where Otto Preminger's "Advise and Consent," for Columbia release, is currently filming. The three executives played host along with producer-director Preminger to key newspaper, radio and television press representatives from all over the world.

Mich. Houses Feel Product Pinch Despite Reports Of Big Backlog

DETROIT—There has been much in the trade press concerning the plethora of product in Michigan. There is no doubt of the accuracy of these reports which have stirred both exhibition and distribution.

However, there is also something very contradictory. Last year at this time, Detroit first runs were quite comfortable in their bookings, but subsequents screamed for product. This year, the reverse is true.

Woodrow R. Praught, president, United Detroit Theaters, and William Brown, managing director, Fox, one of the largest houses in the country, were approached for their views. Both had similar thoughts.

Bluntly, Praught denies there is anything like a backlog of quality first-run product. First runs, he says, have to the contrary suffered a shortage of suitable films late summer this year. It would seem, he thinks, that many distributors have held back completed quality product in the hope of getting better playing time later on by avoiding a log-jam of such films during prime summer playing time. Praught's views verbatim are:

"I have talked with sales heads of every

Circuit Reps Meet On "Assisi" Campaign

NEW YORK—More than 30 representatives of six leading theatre circuits in the Greater New York area joined 20th-Fox executives last week in the first of a series of exploratory sessions to develop an integrated promotional effort for the company's "Francis Of Assisi" that will reach into more than 1,700 Catholic parishes, colleges, and schools prior to the subsequent-run release of the picture.

The theatremen, representing RKO Theatres, Skouras Theatres, Walter Reade Theatres, The Inter-Borough Circuit, Prudential Theatres, Century Theatres, and a number of independent exhibitors, were presented with detailed charts outlining the church areas and school locations. Included in the promotional plans for the circuit and individual playdates on "Francis" will be meetings by the various exhibitors with the pastors, presidents, and principals of the 842 parishes, 20 colleges, 173 high schools, and 696 elementary schools in New York and surrounding areas.

Producer Plato Skouras addressed the showmen, elaborating on the success of these joint ventures in other parts of the country. Exploitation manager Adrian Awan went over the company's special material on "Francis Of Assisi," which is aimed at church and lay leadership. This material has been revamped for use particularly in the New York situations, Awan told the gathering.

An interesting fact revealed at the meeting were the many sponsored openings already arranged for "Francis" in the neighborhood theatres. Edward Sullivan, 20th-Fox publicity director, and Pat Hurley, special media representative on the picture, also spoke to the group.

Skouras Circuit Meets

NEW YORK—Salah M. Hassanein, president of Skouras Theatres Corporation, announced that the fourth in a series of general company meetings was held here last week. The purpose was to discuss the promotion and exploitation of forthcoming motion pictures with top distributor sales and ad personnel.

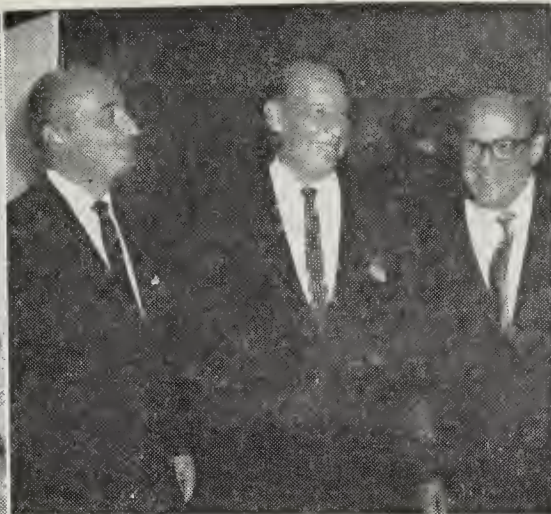
major distribution company that serves us beseeching them to move up into August one of their quality releases, and fortunately at least two did so, thus partially negating the late summer dearth.

"Some pictures played a week or two longer than they should this summer. But, aside from a theatre or two, houses fortunate enough to have snared a long-range attraction, first run theatres in Detroit, as far as I know, have been on the prowl for quality pictures during this late summer period."

The trade press has noted current first play-off run rate, which at present is averaging around seven weeks per first run attraction. Praught's remarks indicate that the reason for this is not always staying power but lack of other appropriate product.

Several first run houses have not known a week ahead of time what the attraction would be. And yet, out-state, most houses have been booked far ahead.

Buyer and booker William Clark, who first called attention to the situation, now notes the rate of offerings of all new releases seem to have slackened.



Problems of theatre operation, maintenance, sound, projection, purchasing, insurance, concessions and other matters were discussed at the recent sessions of Loew's Theatres "Showmanship Seminar" at the Summit Hotel, New York City. On the left, with Preston Robert Tisch at the mike, seated on the dais, left to right, are Morris Strassman, vice president, American News Company; Leonard Pollack, Loew's purchasing chief; John F. Murphy, executive vice president; Arthur Raporte, real estate director; Irving Schlossberg, chief editor and of advertising and publicity for Paramount Pictures.

assistant secretary; Laurence A. Tisch, chairman of the board; Herbert Hofman, senior vice president; Charles F. Kurtzman, general manager of theatre operations; Lloyd Jacobs, maintenance director; and Jack Stillman, treasurer; center, left to right, Jeff Livingstone, Universal-International Pictures; Lou Brown, Loew's Mid-City, St. Louis; Charles Levy, director of advertising for Buena Vista Pictures; and, right, left to right, Walter Kessler, Loew's Warfield, San Francisco; Frank Henson, Loew's State, New Orleans; and Martin Davis, vice president in charge of advertising and publicity for Paramount Pictures.

New Orleans Gals Prominent For WOMPI

NEW ORLEANS—WOMPI New Orleans will play a great part in the "Carolina Cavalcade" when the association's 12 clubs converge on Charlotte for the eighth annual international convention slated for Sept. 21 through Sept. 23. The performances were assigned by the Association president, Miss Florence Long, Toronto, Canada.

The president's forum scheduled on the eve of the convention is to be presided over by Mrs. Gene Barnette, a past president of the New Orleans Club and past association president and board member.

Mrs. Barnette is also chairman of the nominating committee. After making her report on the slate of officers to be presented at a session on Saturday, Mrs. Lee Nickolaus, also a member of the New Orleans club, and past president will take over as chairman of the committee to conduct the elections.

Mrs. Della Jean Favre, present president of the New Orleans club, will act as a hostess at a dinner for all the club presidents spread by New Orleans WOMPI in the Lauau Restaurant in the convention city. Mrs. Favre will also conduct the service workshop. Slides of some of the service work accomplished by the local club over the years will be projected, including scenes from Variety Show, the annual underprivileged children's Christmas party, the annual orphans' mid-summer theatre party, and other scenes from WOMPI at work. Jane Ella Moriarty will do the commentary.

Mrs. Favre will also participate in the ceremonial memorial service scheduled at the close of the convention. Mrs. Favre will light a candle in memory of New Orleans past president Mrs. Carmen Smith, who died while in office.

Mrs. Marie C. Berglund will have the spotlight following the presentation of her report as chairman of the public relations committee, whereby, she'll introduce the honor guest Mrs. Margaret Twyman, of MPAA, at the convention banquet.

Kennedy Screens Bergman Pic

WASHINGTON—At the special request of President John F. Kennedy, a print of Ingmar Bergman's new comedy, "The Devil's Eye," was sent to the White House. Joe Gins, Janus Films' sub-distributor in Washington, had the print flown down from New York.



The NEW YORK Scene

By Mel Konecoff

ADVERTISING AND PUBLICITY directors of the various companies or their representatives addressed a gathering of Loew Theatre managers gathered from all over the country for a several day conference at the new Summit Hotel. The opinion of all was that showmanship was definitely needed and desired to back up even the best of films.

Al Tamarin led the parade to plug away for "El Cid" and distributor Allied Artists, who admitted that there is a tough job in the offing in that the title has to be sold to the American public.

Charles Levy, advertising and publicity director for Buena Vista, was enthused over the Christmas release of the Disney production, "Babes In Toyland," and over the large-scale on TV that will be used to sell it. There'll be a color show, network commercials, local TV spots in 80 major markets, radio spots, and plugging of 22 songs, co-op newspaper buys, Sunday color comic section tie-ins over 15 weeks, plus 540 different items from at least 50 licensees, Alcoa plugs on 36 million containers, visits to 15 cities by personalities, trailers and lobby displays, etc. The film will be the Christmas attraction at the Radio City Music Hall.

Bob Ferguson, advertising and publicity director of Columbia Pictures, opined that good pictures alone will not cure the troubles of the business. They have to be backed by showmanship.

Martin Davis, advertising and publicity director for Paramount Pictures, stated that the industry needed new methods of merchandising and showmanship. Each picture needs a new set of showmanship values. He mentioned some of the work that has gone into campaigns on the reissue of "White Christmas," about which everyone has high hopes, "Blue Hawaii," "Breakfast at Tiffany's," and "Summer and Smoke."

Rodney Bush, exploitation manager of 20th Century-Fox, urged greater exploitation of new talent in films which would be good for the theatre and good for the industry. He also had words of praise for such forthcoming pictures as "The Hustler," "The Commacheros," "Second Time Around," "Tender Is the Night," etc.

Fred Goldberg, UA's director of advertising and publicity, was also of the opinion that more and more TV should be used in the selling of films, and he listed some of the releases that will be available between now and the end of the year, including "Exodus," "The Young Doctors," "West Side Story," "Judgment at Nuremberg," "Paris Blues," "Town Without Pity," "X-15," "One Two Three," and the Christmas attraction, "Pocketful of Miracles." Said Goldberg, "Ingenuity and enthusiasm are equally as important as money in showmanship selling."

Herman Kass, U-I's exploitation director, gloated over the grosses being garnered by "Come September" and detailed the attention presently being paid "Back Street," where a campaign is in order in the national magazines and women's magazines; there'll be a fashion reel for women, key city tours for personalities, music promotions, books, etc. "Flower Drum Song" is the Christmas release.

Dick Lederer, Warners' advertising and publicity director, reported on the special "sneaks" being held on "Splendor in the Grass," which are arousing tremendous comment among the public, and which should provide wonderful angles for selling the film.

Also present were Glenn Norris of Fox, Irving Ludwig of Buena Vista, Rube Jackter of Columbia, Hi Martin of Universal, James Velde of UA, Bob Mochrie, Al Fisher, Paul Kamey, and Jeff Livingston.

Ernie Emerling, Loew's advertising and publicity vice-president, reported that the circuit was instituting a series of showmanship awards on a monthly, semi-annual and annual basis, with the grand prize winner to receive an extra all-expense paid vacation to any city containing a Loew's Hotel.

Preston Tisch, the company's chief executive officer, emphasized to showmen that the company was in the theatre business to stay. Expansion plans are currently under consideration, he said, and when it comes it will be more like explosion than expansion. All units of Loew's are currently operating at a profit, he also told assembled delegates.

LONDON Observations

by Jock MacGregor

AT FIRST LIGHT on a recent bleak morning, I enbused with some 30 other war film correspondents for the airport. Operation "Longest Day" had begun. Darryl F. Zanuck was re-enacting the D-Day landings and the capture of the "Pegasus" Bridge at Benouville in Normandy by British Airborne Forces. Realism is the keynote of the production and there was certain relief when the rumor that we were to drop by parachute was dispelled by the Dakota landing at Deauville.

The French authorities are cooperating magnificently, and roads into the "battle zone" are closed, with the ordinary traffic being diverted. Nevertheless, the coach driver did his best to get us into camera. Despite the cries of silence, we debused, and all hell was let loose. There were ear shattering explosions, and we were showered with cork shrapnel. Had not the ash been knocked off Zanuck's inevitable cigar, one might well believe the stories that in some circles film critics are not the most popular individuals. I can only say the reactions of us ducking, diving for cover, caused so much amusement once the shock was over that the shot of Richard Todd as Major Howard leading his men across the bridge was certainly no good from the sound recordist's point of view.

This was the strangest location I have ever been on. There was something slightly eerie about it. Everything seemed so peaceful. It was only when one looked more closely and noted that the actual bridge, scarred and pocket marked from days of battle, stood as it did on D-Day. Here Lord Lovat and Major Howard were present, advising their screen creators, Peter Lawford and Richard Todd, on what they did on the day, not that the latter needed any guidance. As a lieutenant with the Airborne Forces, Todd had dropped on that fateful day and helped capture the bridge. My good friend Leonard Mosley, film critic (then war correspondent) of the Daily Express, had also been dropped by parachute.

As the explosions continued and Lord Lovat cracked—"You know, Darryl, you're taking a ruddy sight longer to get your take than I did to take the bridge"—some of us adjourned to the inn which proudly announces that it was the first to be liberated in France. What a welcome there was for Dick and Leonard! The innkeeper keeps a list of the soldiers who took part in the action and what they are doing now. One proud entry reads: "Todd, Richard Lt (6th Airborne) Movie Actor."

This, Zanuck tells me, is his greatest project, and it will be many months before it is complete. After lengthy locations on the actual battlefields, he will move into the Paris studios where 53 sets are being prepared. The American, British, and French participations in the battle are being handled by directors of the respective countries, and a mighty cast has been assembled including William Holden, Red Buttons, Paul Anka, and Fabian.

As we departed, Ken Annakin was filming a company of the Green Jackets, specially flown from England for the picture, marching victoriously across the bridge led by a piper. London was reached shortly before midnight, having given us our longest day in a long while.

ANOTHER DAY in the sun came with the Variety Club's race meeting at Sandown Park. This was a magnificent show and the most enjoyable yet, spotlighting showbusiness in the best possible manner—I have been on the committee for all three so I am not particularly biased. Contributing enormously to the success of the day was the participation of Lyons Maid, the ice cream suppliers. Not only did they promote one of the big races, but they provided a celebrity tent where stars like Leslie Caron, Bing Crosby, Maurice Chevalier, Hayley Mills, and a host of others could relax and enjoy a noggin, or a Lyons Maid ice cream, of course, between TV appearances and presenting the trophies. Also present were many exhibitors like the Donalds of Aberdeen, Woods from Liverpool, Massicks from Newcastle, Dooners from Wales, and Richards from Eastbourne, to name a few of those who had been brought to London as the guest of Lyons Maid. George Arnold and Stanley Van Gelderen are to be congratulated on a superb promotion. Even those who lost a packet, like me, had a fine time.

AA Int. Elects Gates

NEW YORK—Norton V. Ritchey, president of Allied Artists International Corporation, announced that Bernard J. Gates has been elected vice-president of the company. Gates has also been appointed general sales manager of the organization and will be in charge of all company operations under Ritchey, both here and abroad.

Gates, who has been Latin American supervisor of AA International for the past 17 years, will take over his new duties immediately and make his new headquarters in New York City.

The appointment, Ritchey noted, marks the start of a policy of expansion in the foreign company to take care of the bigger pictures being turned out by the company both in Hollywood and abroad.

The policy of taking on European pictures for distribution by the company in Latin America has proven highly successful, and it is anticipated that this too will be expanded.

New Members For TOA

NEW YORK—The Black Hills Amusement Company of Deadwood, S.D., has enrolled five of its theatres in Theatre Owners of America, it was announced by Albert M. Pickus, TOA president.

Mrs. Marguerite Bertolero, Black Hills president, has brought into TOA her Elks and Rapid, Rapid City, S.D.; Pines Drive-In, same city; Pace, Chadron, Neb.; and Dogie, Newcastle, Wyo.

Pickus also disclosed that M. K. McDaniel, LaMarque, Tex., had enrolled his Bayou Drive-In in that Texas community, in TOA.

Flicker Joins Telemeter

NEW YORK—Norman Flicker has been named copyright and production counsel of International Telemeter Company, a division of Paramount Pictures Corporation, it was announced by Leslie Winik, vice-president in charge of programming of the division.

Fox To Launch 10 Before Year's End

NEW YORK—Twentieth Century-Fox will have 10 major multi-million dollar productions before the cameras between now and the end of 1961, one of the largest motion picture outputs by the film company in a four month period.

Already in production in Europe is Darryl F. Zanuck's "The Longest Day," the story of the Allied invasion of Normandy, starring an international cast including William Holden, Henry Fonda, Peter Lawford, Richard Todd, Robert Wagner, Tommy Sands, Fabian, Paul Anka, Frankie Avalon, and French model Irina Demich.

Also, Leo McCarey's "Satan Never Sleeps," starring William Holden, France Nuyen, and Clifton Webb, and Mark Robson's "The Inspector," starring Stephen Boyd and Dolores Hart.

Before the Todd-AO cameras in Rome is Joseph L. Mankiewicz' "Cleopatra," starring Elizabeth Taylor, Rex Harrison, and Richard Burton, while Jerry Wald's "Young Man" is in production in Michigan under the direction of Martin Ritt. Topcast in the Cinema-Scope drama will be Richard Beymer and Paul Newman.

Also set for production before the end of September is "State Fair," the Rodgers and Hammerstein classic musical, to be filmed on location in Texas under the direction of Jose Ferrer. Richard Rodgers has added four new songs for the motion picture, which will star Pat Boone, Bobby Darin, Pamela Tiffin, Ann-Margret, Tom Elwell, and Alice Faye coming out of retirement for her first film in 16 years.

Jerry Wald will also put two other properties before the cameras including "Mr. Hobbs Takes A Vacation," starring Jimmy Stewart and Maureen O'Hara, and "Celebration."

Completing the 10-picture schedule is "The Lion," to begin filming in Africa in November, with William Holden, and Martin Manulis' "Days of Wine and Roses."

Theatres Win Wage Battle

PHILADELPHIA—Lester Kreiger, secretary, Pennsylvania Association of Amusement Industries, announced that the Association was successful in getting "persons employed by a motion picture theatre" exempt from H. B. 911, Minimum Wage Act, passed by both Houses of the State Legislature and which becomes effective Jan. 1, 1962.

It is the interpretation of the framers of the bill that this does not include persons employed by outside concessionaires. Kreiger explains that where you operate your own concession stand or where the persons employed on the concession stand are on the theatre payroll and directly responsible to the theatre management, they are exempted from the \$1.00 minimum provided in the Act. Otherwise, they are subject to the provisions of the Act.

The PAAI, Kreiger points out, was also successful in gaining a very important point under this bill. Female and minor employees are not subject to regulation as to wages by the Department of Labor and Industry of the Commonwealth.

Motion picture theatres were the only group operated for a profit that were successful in being exempted under this measure, and this was accomplished solely through this association, according to Kreiger.



Brigid Bazlen, young star who plays Salome in the picture and her mother, Maggie Daly with home office executive Morris Lefko, sales manager for "King Of Kings" are seen at a recent Chicago meeting where they chatted with exhibitors present.

MGM Carries "King" Campaign Abroad

NEW YORK—Morton A. Spring, president of Metro-Goldwyn-Mayer International, following discussions with Howard Strickling, MGM's vice-president in charge of advertising and publicity, has announced a series of three promotion meetings for "King of Kings" for Latin America, Continental Europe, and the Far East.

The world-wide meetings will follow the international "King of Kings" conferences which were held earlier in the year.

MGM's key publicity men and managers will attend the meetings to review the full promotion and sales campaign for the Samuel Bronston production.

After the meetings, they will return to their individual posts throughout the world to conduct similar sessions, in the native languages, with their own top exhibitors. In this way, the "King of Kings" promotion-presentation story will be disseminated on a global basis with maximum personal impact.

Every phase of the advertising and publicity campaign will be covered in the meetings with full displays of all materials. Included will be the full range of promotion accessories including group sales aids, film strips, book tie-ups, music tie-ups, posters, and the wealth of publicity material geared for all media.

Arthur Pincus, MGM International publicity director, will coordinate the meetings in Latin America and Rome. The Rome session will be attended by top MGM men from Continental Europe, Great Britain, and the Middle East. The site for the Latin American meetings will be announced soon.

Morris Frantz, MGM International advertising manager, will coordinate the Tokyo session which will encompass the company's Far Eastern publicity personnel.

Garner Boosts "Hour"

NEW YORK—James Garner, on behalf of his co-starring role with Audrey Hepburn and Shirley MacLaine in William Wyler's "The Children's Hour," has been set for a promotional tour of several east coast cities, to begin here on Sept. 23, just prior to the start of "Boy's Night Out," in which Garner co-stars with Kim Novak.

Garner will meet with national magazine editors, syndicated and local newspaper editors and network radio and television commentators on his role in the highly-controversial United Artists release.

CANADIAN Highlights

By Harry Allen, Jr.

CANADA'S TEEN-AGERS don't like the present restrictive censorship laws, according to a teen-age column distributed to 18 Canadian newspapers by The Telegram News Services. Jack Hutton, writer of the column, says the teen crowd feels that the adults are "a wee bit hypocritical about the issue." Hutton asked his readers to send in their opinion restricting some movies to young people under the age of 18. Hutton intends passing along the comments to the Provincial Censors of Canada Association which meets in Regina, Sept. 18 to 21. Most of the letters supported the suggestion that a teen-age panel or committee would be of immense help in deciding which movies were suitable to be seen by teen-agers. They supported Manitoba's idea of allowing younger teen-agers to see restricted movies when accompanied by an adult. Hutton added the comment, "A majority of theatre owners agree with you, by the way."

ALFRED R. TAYLOR, formerly Paramount Chicago manager, has taken over from Gordon Lightstone as Paramount representative with Affiliated Pictures Corp., Ltd. Affiliated is operated by Paramount and Columbia. It is not known whether Taylor will succeed to Lightstone's positions with Affiliated, where the latter is president and managing director. Harvey Harnick, Columbia of Canada vice-president, is general sales manager of Affiliated. More detailed information will be forthcoming following a meeting of Affiliated's board of directors.

FAMOUS PLAYERS is partner in a drive-in which will be the largest west of Toronto. The theatre, to be opened in the spring of 1962, at Coquitlam, near Vancouver, will be operated by FP and partner in the company, headed by Len B. Johnson. To accommodate 1,000 cars, the drive-in will be built in a worked-out gravel pit between North Road and the new Port Mann freeway on the Lougheed highway. The \$1,000,000 project, which is scheduled to get underway shortly, will also have a 32-lane bowling alley, a coffee shop and a laundromat with separate parking for 125 cars.

THE 35MM. COLOR printing issue comes up in the news again. Louis Rosenfeld, veteran distribution executive, has written a letter as the result of representations to the Canadian government for an import duty on 35mm. color prints. He states there are three important points in answer to George Mulholland, vice-president of Film Laboratories of Canada, Ltd., who insists that first class 35mm. color prints can be made in Canada. Rosenfeld wonders whether Mulholland's company is able to print all the different categories of color prints. Mulholland answers, "Technicolor and Eastmancolor are mainly the basic types and European prints are in the same class. In almost every case, processing laboratories use Eastmancolor and the resultant product is known by the name given it by the particular laboratories concerned." Film Lab can process them all, with the exception of 70mm., the printing of which is uneconomical in Canada, and an impost is not being sought. Rosenfeld questioned whether Technicolor will permit laboratories other than its own to print any of its pictures. Mulholland said Film Labs had contacted Technicolor, and it had agreed to allow Film Lab to process its prints if the tariff is imposed.

Rosenfeld's third question said he understood that "an 'answer print' is required to be first run off from the negative for testing purposes before the regular order of prints is made up." Would the price of from eight to 12 prints by Film Lab at "below present landed cost" include an "answer print," provided such an answer print was not of good enough quality to use as a release print?

Mulholland said Film Lab had a full-time chemist, a rigid control system and a checkup at a cost of approximately 200 feet of stock to know the exact results of each scene of a feature and make needed changes before printing and processing is started. Trial and error is eliminated by this method. "The fact that an answer print is not involved enables the company to offer a price below the landed costs. Distributors have never before been involved in answer prints. Why now?" Mulholland replied.

NT&T Toppers Talk Expansion

BEVERLY HILLS, CALIF.—Carrying the circuit's expansion and business-building program to the field, Eugene V. Klein, president of National Theatres and Television, Inc., and Robert W. Selig, vice-president and general manager of theatre operations, launched a series of division meetings Tuesday (Sept. 19), in Salt Lake City with district manager Jack McGee's managers. They will then proceed to Denver with district manager Ray Davis' men, and Kansas City, with district manager Fred C. Souttar's forces.

Returning to the west coast, Klein and Selig will greet the southern California division headed by William H. Thedford, Pacific Coast division manager. Thedford will also join Klein and Selig in San Francisco at a meeting of district manager John Klee's men, and in Seattle with district manager Oscar Nyberg's managers.

Theme of the meetings will be "Happy New (Fiscal) Year—the Command is Forward," marking the start of the new fiscal year for the company.

Radio City Books Four

NEW YORK—Radio City Music Hall has booked four major films which, with "Breakfast at Tiffany's," its next attraction, will carry its schedule into the first quarter of 1962, Russell V. Downing, president, announced.

The new bookings include the Music Hall's Christmas selection, Walt Disney's "Babes in Toyland," starring Ray Bolger, Tommy Sands, Ed Wynn, and Annette; two films from Universal-International, Ross Hunter's production of Rodgers and Hammerstein's "Flower Drum Song," and a new comedy, "Lover Come Back," starring Rock Hudson and Doris Day, and the Warner Bros.' production of "A Majority of One," starring Rosalind Russell and Alec Guinness.

Cohen Heads UA Roadshows

NEW YORK—Milton Cohen, United Artists eastern and Canadian manager, has been elevated to the post of UA national director of roadshow sales, effective immediately.

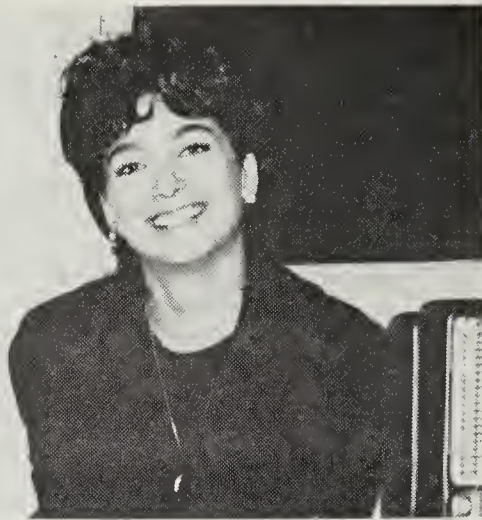
ALBANY

Bridgham Theatres, of Dover, N. H., a circuit operating chiefly in the Boston area, are the new lessees of The Harte in Bennington, Vt., which had been dark for more than a year. Ray Smith, ex-Warner Brothers branch manager in Albany, is buying and booking the reopened house for L. H. Bridgham. It is served from here. Bennington has a nearby drive-in, conducted by Al Willard. . . . The 20th annual Variety Club golf tournament and dinner, at Shaker Ridge Country Club, served to recall that the series' genesis was one arranged by C. J. Latta, then New York State zone manager for the Warner circuit, and a small group. Latta, a chief barker, is now an executive of the Warner British affiliate. The affair, which has become one of the biggest here, was co-chaired this year by Samuel E. Rosenblatt and Jules Perlmutter, both former chief barkers and currently officers of Acme Theatres, Inc.

There is no possibility of double features being dropped in "regular" Albany theatres, while a supply exists—Stanley Warner District Manager Martin Burnett and others believe. This was the local reaction to the prediction by Robert M. Sternberg, president of New England Theatres, Inc., that the duals are on the way out in Boston. Only Albany houses consistently single-features are: SW Ritz—road show pictures; the new Hellman, Cinerama productions; SW Delaware, art films. Big and long releases, like "The Guns of Navarone," "Fanny," "One-Eyed Jacks" and "Gone With the Wind," are the ones chiefly played as singles at Palace, Strand and uptown SW Madison.

ATLANTA

The mother of Tom Jones, the Jones Agency, died at her home following a long illness. . . . Betty Dillingham has been appointed secretary to Bob Hosse, Martin Booking office here. . . . Johnny Harrell, former buyer and booker, Martin Theatres circuit, has joined with Lam Amusement Company, Theatres in Georgia, as buyer and booker. . . . Former Film Row employee Jim Hart, returned as booker with Columbia. . . . The Tivoli, Chattanooga, Tenn., for more than 40 years one of the most beautiful motion picture theatres in the South, owned by Wilby-Kincey Theatres, has closed despite efforts of the Junior Chamber of Commerce to keep it open. . . . Mary Charles Simpson, daughter of Charlie Simpson, Capital Releasing, has returned to college in Florida after working the summer at Capital. . . . Leonard Beach resigned at World's Film and Miss Joan Hunt appointed as new branch manager. . . . Jerry Evans, Martin Theatres, Columbus, Ga., appointed manager of the Rialto, here, replacing Willie Foster, manager for the past 17 years. . . . Nancy Robinson, secretary to booker Clinton Green, has resigned. . . . Martin Theatre sold the Allison, Piedmont, Ala., to Arnold Wolf. . . . Jim Griffin, 22, for the past eight years at Bennett Drive-In, Abbeville, Ala., and who was manager of the Goober Drive-In, Headland, Ala., died. . . . Mrs. Warren Newman, Sandersville, Ga., wife of the owner of the Pastime, Sandersville, Ga., is recuperating at home following treatment at an Atlanta hospital. . . . Mrs. Tillie Shapiro, Triangle Printing and Poster Company, was treated in a local hospital. . . . Al Rook, Film Booking Office, became a grandfather when his daughter gave birth to a girl. . . . Hank Ferris closed his Rodeo, Hartselle, Ala. . . . Mr. and Mrs. Roger Wood, Peachtree Art, have a new baby boy. . . . Georgeanna Vernol, Martin Theatre booking office secretary, and Joseph D. Christy were married. . . . Veocca Busha, Martin Theatres secretary, resigned.



Suzanne Pleshette, daughter of Eugene Pleshette, managing director, Brooklyn Paramount Theatre, leaves New York for Italy where she will appear in her first starring film, Warners' "Lovers Must Learn" with Troy Donahue and Angie Dickinson.

BOSTON

Ben Sack, owner, Sack Theatres; his general manager Sam Richmond; and Len Barrack, group sales, went to New York to see a screening of "West Side Story," which Sack has bought for showing at his Gary, opening Nov. 1. They returned to Boston for a meeting with MGM on "King of Kings," which will open at Sack's Saxon on Oct. 25. . . . "Bucky" Harris, veteran Universal-International press agent here, is back on the job after recovering from a recent illness. He screened "Back Street" for the Boston film critics, and also got the film writers to talk over the phone to Rock Hudson from Universal-International in Hollywood. Hudson called to talk about his new films, "The Spiral Road" and "Lover Come Back." . . . For "Master of the World" (AI) which played the Paramount, a novel promotion was worked out with the Boston Herald-Traveler. A photo of the "Albatross" which figures prominently in the film, was cut into an ad on the classified section, and free tickets were given to readers who could find their name and address in the classified section. . . . Cardinal Cushing, writing in the Pilot, official newspaper of the Catholic Archdiocese of Boston, on "Undisciplined Children," cited a statement from the manager of a Boston film theatre: "The recent declarations of one of the managers of one of the better moving picture houses in relation to this 'freedom' of the children, is disturbing to say the least. 'I cannot control the children who come here. The rule of silence which is imposed during a feature means nothing to them. They keep up a continuous chattering and laughing from beginning to end.' One mother has sent him a post card, asking him to do something to 'tame' her boy. The boy was known to him. He continued: 'Why should I be expected to do what that mother does not do, although it is her duty to do it? If I had my way, I would not permit one single child to enter this theatre.'" . . . Chuck Connors, former sports figure, and star of television's "The Rifleman," came to Boston for a six day appearance at Pleasure Island, and talked about his new picture, "Geronimo," for United Artists release. A three way press party was held for him at WNAC-TV, with film, television, and sports writers present. . . . Mayor John F. Collins has reiterated his directive aimed at cleaning up "offensive and lurid" posters fronting theatres. The Mayor said, "The majority of Boston exhibitors are family men and have no desire or intent to lead impressionable minds astray." He said his directive was aimed at only a small segment of the more than 50 film houses in Boston. City censor Richard J. Sin-

not said he was keeping an eye on films for "moral concept."

NEW HAMPSHIRE NEWS—Loss of \$25,000 was sustained in a fire at the Amusu in Groveton, which had not been in operation for three years. . . . Seacoast Drive-In, Portsmouth, advertised free admission on one evening "in appreciation to all our many friends and customers who have made the Seacoast Drive-In a success in the past two years." . . . Robert Kurson, general manager, Graphic Theatres, has announced complete remodeling of the Regal in Franklin, including a redecorated lobby, refurbished marquee, new drapes, better seats and improved air-conditioning. . . . Nashua Family Drive-In gave a free Picnic Pac of soda to every car on one evening. . . . Armand F. Pepin, manager, installed new air-conditioning in the Daniel Webster and State at Nashua during the summer. . . . William Begert, employed by Maine and N. H. Theatres for 25 years, is continuing operation of the Strand in Berlin following its sale by the corporation. . . . Twin Mt. Drive-In was operated under the management of Mike Paquette this summer with Joe O'Brien as projectionist.

BUFFALO

A. T. Kolinski, manager, Warner Bros., held an invitational preview of "Claudelle Inglish," in the Motion Picture Operators screening room. . . . Leonard McClain of Philadelphia, known as Melody Mac of the golden days of theatre organ playing, visited Rochester to try out the newly renovated organ in the RKO-Palace. He was to play for the American Association of Theatre Organ Enthusiasts, a group that meets periodically in Rochester and other cities. . . . Movies-On-A-Shoestring, a show by the movie makers of Rochester and neighboring cities, will go into the fourth edition next spring in Kodak Town. Members of a growing committee (about 100 now) will meet next month to plan the event. The first show was held in Reynolds Auditorium in Rochester with 180 in the audience. The second drew 300, and last spring 500 went to see the exhibition in the Dryden theatre of George Eastman House. It has now been suggested that two showings should be considered for the 1962 program, according to chairman Martha A. Hill. . . . "Never On Sunday," has set a record at the Fine Arts, Rochester, with a 14-week run and, according to manager Maury Slotnick, is still doing very well at the box office. Slotnick's next venture, a newly remodeled theatre on the west side in Rochester, is set for mid-September opening. The management is inviting patrons at the Fine Arts to join in suggesting a name for the new theatre—"something contemporary," says Slotnick, "something to go with the space age." . . . Rochester was host to an Italian film maker, a partner in the production of "La Dolce Vita," current at the Riviera in Kodak Town. The visitor was Mario de Vecchi, vice-president of Astor Pictures, who was the guest of Frank Bassett, city manager, Schine Theatres, and Linn Smeal, Riviera manager.

CHICAGO

Dominic Satora is the new manager of the Cal. . . . Evanston may get new regulations on censorship with City Council considering the creation of a board of appeals to review the censor's decisions if exhibitors objected. . . . Bob Carpenter and Dick Schack have joined the ad-publicity department of B&K Theatres. . . . Henry A. Stevens, manager,

State held a series of 10 free Saturday morning kid's shows with a group of local business establishments sponsoring. . . . Film Row Employees Union held a meeting at the Conrad Hilton Hotel under direction of Sam Lamasky, business agent. . . . Phil Lamasky, who is with Columbia Pictures, made his father, Sam Lamasky, a grandfather again. . . . Oasis Drive-In, under Oscar Brotman management, gave all patrons Civil War souvenirs in connection with the showing of "Gone With The Wind." . . . John Jones, owner, McVickers, is back on the job after an extended hospital check-up. . . . Ed Dlouhy, veteran B & K loop theatre manager, was seriously ill at his home. . . . Dick Salkin, veteran manager, was named manager of the South Chicago Theatre Company Commercial theatre, recently taken over from the H. and E. Balaban theatre circuit. . . . Sam Meyers, president, Allied Theatres of Illinois, and owner, Teatro Del Lago, Wilmette, is modernizing his theatre at a cost of \$200,000. . . . S. J. Gregory, president Alliance Amusement Circuit, and his wife, are visiting Greece.

The Cascade and the Dundale are two new drive-ins in this area. . . . The Bryn Mawr, an indoor theatre has capacity audiences nightly. Creative John Praught, manager, points out that he exhibits a double feature that isn't being played all over the city; provides free parking, coffee and a 50¢ admission at all times. If a patron finds that he cannot remain for the second feature, he can have a rain check to see the missed feature. . . . Sam Meyers is remodeling his Teatro de 1 Lago, in Willmette. . . . Variety Club of Illinois has elected Irving Mack chairman for the pioneer dinner this fall. . . . A ball will be held near the Thanksgiving holiday to raise funds for La Rabida Sanitarium. . . . Leonard A. Klufta, veteran exhibitor, retired as manager of the Paramount in Kankakee due to doctors orders. . . . Valarie Burke now works in MGM's office. . . . The Michigan was taken into the group of theatres operated by the Cooneys. . . . Richard Salkin is now manager of the Commercial. . . . The Ogden and Parkway are being torn down.

CHARLOTTE

E. Carrington Smith, manager of the Carolina, at Chapel Hill, has been honored by the Chapel Hill Athletic Club as the townsman who did most for football at the University of North Carolina and Chapel Hill High School during the past year.

CINCINNATI

Management changes announced by Chakeres Circuit, Springfield, O., are Jack Collins, manager, 450-seat Louvee, Wellston, O., replacing Everett Cotties, resigned, and John Tabor, manager, 600-seat Shelby, Shelbyville, Ky., succeeding William Dodds, recently named manager, 500-seat Markay, Jackson, O. . . . According to reports here, the 400-car Frontier Drive-In, Charleston, W. Va., was destroyed in a recent flash flood. It is not known here whether the drive-in will be rebuilt. . . . Ross Williams, former UA sales manager here, and now UA branch manager in Indianapolis, and his wife visited local friends.

. . . Area drive-ins, having been plagued by inclement weather all season, are now enjoying the benefit of clear skies, with encouraging results at the boxoffice. Although all theatres in the Cincinnati area are contending with the Cincinnati Reds baseball team for patronage, movie attendance in the overall is good. "Francis of Assisi" opened at the 1,400-seat Keith with complete sellouts for the first two nights, benefit screenings

for the Third Order of Saint Francis and the Convent of Mary Reparatrix. . . . Casting around for a Monday "lift" to attract more patrons, Joe Alexander, Albee manager, recently polled his audiences to see if full length operas would appeal. The responses were most gratifying, so beginning in mid-September, a series of operas will be screened on Mondays, in addition to the featured film, with no additional cost to patrons. . . . Meyer Adleman, president, States Film Service, has been here inspecting the progress of the firm's new building at 421 Bauer st., scheduled for occupancy by mid-September.

COLUMBUS, O. NEWS — Manager Ed McGlone, RKO Palace, is co-operating with the Columbus Diocesan Council of Catholic Youth in the Central Ohio premiere of "Francis of Assisi" to be held Sept. 27. . . . Sam Shubouf, manager, Loew's Ohio, returned from the New York conference of Loew managers at the Summit hotel. . . . Nine members of a group of agricultural scientists from the Congo attended a showing of "Seven Wonders of the World," RKO Grand.

DALLAS

Hal Cheatham, publicist and advertising director for Interstate Theatres for the last seven years, will join the headquarters office here on Sept. 1 as assistant to Francis Barr, publicist and advertising director for the entire circuit of more than 80 theatres. . . . Jimmy Clanton, popular young singer who plays the title role in "Teenage Millionaire," was in to promote the picture at the Capri. . . . Rube Jackter, Columbia sales chief, received three citations at a luncheon given him during his recent visit to Dallas. Two named him "Man of the Year," and the other conferred on him the title of Admiral in the Texas Navy. . . . Terry Turner, drum beater, was in promoting "Thunder of Drums," the Metro-Goldwyn-Mayer film starring Richard Boone. The film has a date for Sept. 14 at the Majestic. . . . Ranch location shooting for the new edition of "State Fair" will be made principally on the Wilkins Hereford Ranch, 11 miles southeast of Kaufman, Tex., in Kaufman County. Preparation for the shooting, scheduled to begin at the ranch on Sept. 27, will start with landscaping by the Ellis Nursery in Grand Saline, Tex. There will also be some shooting on the neighboring George Becker ranch, where a lake and a barn will be used. Jose Ferrer will direct the Charles Brackett production which will be released by 20th Century-Fox. The State Fair also will be used for location with shooting there reported to start Sept. 5. . . . Metro-Goldwyn-Mayer's Biblical motion picture, "King of Kings," will be presented in Dallas and some 30 other cities before Christmas as the climax to perhaps the most carefully planned information program ever scheduled for a motion picture. Metro representatives from New York and Hollywood — exploitation chief Emory Austin, coordinator Ralph Wheelwright, and Andy Sullivan—were in Dallas to explain this program to representatives of eight theatres in western, southwestern and southern theatres where the super-wide screen film will be shown, plus M G M field and regional personnel from this area. . . . Representatives of 20th Century-Fox from five southern regions and Los Angeles met here to discuss plans for the distribution of "Francis of Assisi," scheduled for general release in late September. Tom McCleaster, member of the Fox sales cabinet who heads up 12 southern and western regions, presided at the session. . . . Greer Garson, the British born actress transplanted to Texas, will be

awarded one of the five Neiman-Marcus Fashion Awards at the 24th annual Neiman-Marcus Fashion Exposition, Sept. 12 and 13, in the Grand Ballroom of the Sheraton-Dallas Hotel. Proceeds of the event will go to the Dallas Society for Crippled Children Cerebral Palsy Treatment Center.

DES MOINES

The Allied Independent theatre owners of Iowa and Nebraska will start shortly a rental and performance report service for the members. . . . The association will hold a series of regional meetings this fall with the first one to be held in Des Moines in October and the second at Sioux City, Ia. The Iowa-Nebraska organization has recommended that its members support the Will Rogers Memorial Hospital fund by taking up collections or running a benefit show.

John Newcomer, manager, Strand, and the Skylark drive-in, Creston, Ia., for the past five years, has been transferred by Commonwealth theatres to Warrensburg, Mo., where he will serve as city manager. Frank Banning, of Knoxville, will take over his Creston post.

DETROIT

William Flemion's new Studio North held a press and industry screening prior to opening last week. Present was Ira Michaels, Janus Films Inc., distributors of "The Virgin Spring," the opening feature. . . . Fred Sturges, office manager of Cooperative Theatres of Michigan swallowed a hot potato. This isn't as funny as it sounds. A piece of the tuber stuck in his throat, and he had to be taken to Ford Hospital to have it removed, and then a tube inserted. He was hospitalized for several days. . . . About the largest children's party seen in town was held at the Fox. Advertisements offered a free showing to "the first 5,041 children" who appeared at 8:30 A.M., which of course, meant capacity. The ad said the reason for the largesse was to "thank" the kiddies for coming to "Voyage to the Bottom of the Sea," "Snow White and the 3 Stooges," "Morgan, the Pirate," and "Konga." The Fox's gratitude took the form of presenting "Hippodrome."

JACKSONVILLE

WOMPI members turned out in force to collect audience donations for the Will Rogers Memorial Hospital during a week's run of "The Parent Trap" at Loew's Normandy Twin Outdoorer. Jim Carey, Loew's local manager, reported that, through the assistance given by WOMPI and a group of church women, collections at both the west and east side theatres (which constitute Florida's largest drive-in) amounted to several hundred dollars for the industry hospital. . . . Edna Nofal and June Faircloth, both of the Lake Forest Drive-In, were honored at a WOMPI board meeting by being chosen as special guests of the Jacksonville WOMPI at the WOMPI national gathering in Charlotte next month. The honor came in recognition of their special work in the Community Club Awards which have brought WOMPI a total of \$3500 in the past year for use in charitable enterprises. . . . Veteran projectionists Elvin Pratt and Bill Hardin were both making satisfactory recoveries after undergoing operations in local hospitals. . . . W. A. "Bill" McClure, local U-I manager, and Pete Rosian, U-I divisional manager from Cleveland, journeyed south for conferences with Miami exhibitors. . . . Fred Kent, local attorney and owner, Kent Theatres, a Florida circuit of 22 theatres, was honored with the 1961 Achievement Award given annually by the local Junior Chamber of Commerce to a former member for dis-

tinguished service to the city. Long known as one of the most outstanding civic leaders in local history, Kent is a former head of the Community Chest, a former chairman of the important State Board of Control, and has spearheaded many drives for cultural and philanthropic organizations. . . . Elizabeth Virginia Byrd, firstborn child of Mr. and Mrs. Ronald H. Byrd, obligingly came into the world at Baptist Hospital to share the same birthday with her proud grandfather, Kenneth L. Barrett, traveling auditor for Florida State Theatres. . . . Jackie Hess, Columbia, has been commissioned to execute the cover for the 1961 convention booklet of the coming national WOMPI gathering in Charlotte. . . .

Florence Nightingale has resigned from the Columbia staff to join her husband at an Army post in Georgia. . . . Roy Smith, head of the Roy Smith Co., theatre suppliers, called on exhibitors in the Haines City, Tampa, and St. Petersburg areas. . . . Joe Musleh's Lake Forest Drive-In opened with the first local outdoor showing of "Ben-Hur." . . . With a switch from their usual second-run policy, Loew's Normandy Twin Outdoorer and the Atlantic Drive-In of Dixie Drive-In Theatres teamed up for the area first-run premiere of "David and Goliath" and "Dondi" on the same program, and also extended the run into hold-over dates. . . . Marjorie Roberson replaced

Jeanette Cooper temporarily as Charley King's secretary at Capitol Releasing.

MEMPHIS

Mrs. Zula McDougald is now operating the Dixie, Monticello, Ark. . . . Skyway Drive In, Forrest City, Ark. closed Paris Drive In, Paris, Ark., is operating week-ends only. Eight Drive In, Houston, Miss., is operating on a part-time basis. . . . Leroy Goff and Don Balding partners in Palace, Beebe, Ark., opened on Sept. 1. W. E. Moore, Film Transit, advises that service has been discontinued for Plaza, Helena, Ark. . . . After reopening for a brief period, the Oak, Lonoke, Ark., closed again. . . . Camp Breckinridge Theatre, Camp Breckinridge, Ky., has closed. Skee Yovan, manager, Loew's Palace where "This Is Cinerama" is being shown, announces that Mrs. Sadie Hart is in charge of group sales. . . . Irene Smith, who with Dollie Spalding, is the official film reporter for Memphis Better Film Council, is on a tour of Canada and north east U.S.A. On Sept. 26th, the day of the Better Film Council meeting, she will be at the scene of a famous movie, the home of the Trapp family. Mrs. Smith plans to stay over-night at the Von Trapp family home (now an inn) in Stowe, Vermont. The Von Trapp widow and a son remain in the home. Mrs. Spalding will give the movie report at the September meeting. . . . Charles A. McElravy, who guided show business personalities through Memphis for over a quarter of a century, died at the age of 81. His theatrical career began with the Duquesne in Pittsburg in 1895. He became a partner in the infant motion picture business in Memphis in 1907, and helped operate four houses until his appointment as Auditorium manager in 1924. The city and county owned auditorium was one of the few municipally operated auditoriums in the nation to realize a profit from performances. "Colonel Mac", as he was affectionately known, received four citations from former presidents Franklin D. Roosevelt and Harry Truman for his work with the Selective Service Board. . . . "The King and I" set an all-time opening-week record at Front St. Theatre, and drew near capacity audiences for a three week run. Prices were \$3.50 and \$2.50. The Front St. Theatre stock company took over the former Idlewild movie house.

NEW HAVEN

Special seating instructions—significantly in effect some months ago for Paramount's "Psycho"—have returned on an extensive scale to Connecticut's capitol city, Loew's Poli advertising no one seated during last 13 minutes of UA's "The Naked Edge"; Stanley Warner Strand not admitting anyone while performance of Astor International's "La Dolce Vita" is on; and E. M. Loew's not seating anyone during final 20 minutes of Colum-

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- AZTECA FILMS, 1743 S. Vermont Ave.—REpublic 3-2191**
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- BUENA VISTA (Disney), 1654 Cordova St.—REpublic 1-7247**
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- CLASA-MOHME, 1743 S. Vermont Ave.—REpublic 4-4171**
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- COLUMBIA, 1627 W. 20th St.—REpublic 1-8511**
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- CORONET FILM DIST., 8163 Santa Monica Blvd.—OLDfield 6-0402**
Br. Mgr.: Alex Cooperman. Emerg. Phone: None.
- CREST, 1907 S. Vermont Ave.—REpublic 3-1123**
Br. Mgr.: Mel Evidon.
- EMBASSY, 1928 S. Vermont Ave.—REpublic 4-8487**
Br. Mgr.: Jack Sonenshine. Emerg. Phone: None.
- FAVORITE FILMS, 1918 S. Vermont Ave.—REpublic 1-8633**
Br. Mgr.: Harry Levinson, General Sls. Mgr.: Foster Blake. Sales: Mark Tenser. Booker: Sally Miller. Emerg. Phone: None. (President in residence: N. P. Jacobs)
- MANHATTAN FILMS, 1920 S. Vermont Ave.—REpublic 2-6111**
Br. Mgr.: Robert Kronenberg. Sales: Jack Sheriff. Booker: Charles Mancuso. Emerg. Phone: None.
- METRO-GOLDWYN-MAYER, 1620 Cordova St.—REpublic 1-4181**
Sls. Mgr.: Charles Geary. Office Mgr.: Ed Urshel. Sales: Alex Weissman, Johnny De Costa. Bookers: Nathan Oberman, Virgil Bortmess, Wendell Overturf. Cashier: Eve Goldman. Field Exp.: Howard Herty. Emerg. Phone: Urshel, CR 5-8302. (West Coast Sales Mgr. in residence: Herman Ripps)
- PARAMOUNT, 8380 Melrose Ave.—OLDfield 3-8230**
Br. Mgr.: Arnold Shartin. Sls. Mgr.: Max Factor. Office Mgr.: Lester Coleman. Sales: Gene Beuerman, Howard Ross. Head Booker: Harlan Brunt. Bookers: Jim Merry, John Strutman. Cashier: Howard Woolfan. Field Exp.: Bob Blair. Emerg. Phone: Coleman, OX 4-15569. (Dist. Mgr. in residence: Neal East)
- SONNEY AMUSEMENT ENTERPRISES, 1656 Cordova St.—REpublic 1-7236**
- 20TH CENTURY-FOX, 1620 West 20th St.—REpublic 1-4186**
Br. Mgr.: Morris Sudmin. Office Mgr.: Charles Newman. Sales: Bjorn Foss, Mel Anderson, Jerry Arkin, Edwin Michalove. Bookers: Joe Mealey, Isadore Shapero, Keith Austin, Wm. Spencer. Cashier: Evo Meridith. Emerg. Phone: Newman, PO 3-0206.
- UNITED ARTISTS, 1980 S. Vermont Ave.—REpublic 1-8831**
Br. Mgr.: Richard Carnegie. Sls. Mgr.: Bill Wasserman. Office Mgr.: Bert Pollard. Sales: Jack Katz, Andy Heedrick, Skip Regan. Head Booker: Rollin Gunderson. Bookers: Jim Nash, Jerry Logue, Dick Graff. Cashier: Beo Burke. Field Exp.: Bill Scholl. Emerg. Phone: Gunderson, OR 1-8380. (Div. Mgr. in residence: Ralph Clark)
- UNITED WORLD, 6610 Melrose Ave.—WE 8-6125**
- UNIVERSAL-INTERNATIONAL, 2001 S. Vermont Ave.—REpublic 1-2151**
Br. Mgr.: Abe Swerdlow. Sls. Mgr.: Bill Marriott. Office Mgr.: Al Newman. Sales: Jules Gerelick, Wayne Bote-man, Frank Schindler. Bookers: Harold Whitemon, Rene Fisher, Richard Groff. Cashier: Truly Keller. Emerg. Phone: Newman, NO 5-3603.
- WARNER BROS., 3460 Wilshire Blvd.—DUnkirk 5-7281**
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Supply Dealers

- JOHN P. FILBERT CO., 2007 S. Vermont Ave.**
- NATIONAL THEATRE SUPPLY, 1961 S. Vermont—REpublic 1-4193**
- PEMBREX THEATRE SUPPLY, 1969 S. Vermont—REpublic 1-3111** Emerg. Phone: DUnkirk 8-6764
- B. F. SHEARER CO., 1964 S. Vermont—REpublic 3-1145** Emerg. Phone: DUnkirk 8-6764

Screen Trailers

- NATIONAL SCREEN SERVICE, S. Vermont—REpublic 1-4166**
Br. Mgr.: Fred Weimer. Office Mgr.: Ralph Lo Duke. Sales: Al Blumberg.

Signs, Advertising and Printing

- ACORN PRESS, 509 S. Vermont—DUnkirk 5-5151**
- NATIONAL SCREEN SERVICE, 2018 S. Vermont—REpublic 1-4166**
- SHOWMANSHIP ART SERVICE, 1907 S. Vermont—REpublic 3-3123**

Service Companies

- ALTEC SERVICE CO., 10952 Roebling Ave.—DUnkirk 3-1197**
- RCA SERVICE CO., 911 N. Orange Dr., Hollywood—OLDfield 4-0080**

Film Delivery Services

- B & W FILM DELIVERY, 1639 Cordova St.—REpublic 5-8383**
- FILM TRANSPORT OF CALIF., 1525 W. 23rd—REpublic 4-4141**
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Save Them!

bia's "The Guns of Navarone." . . . The Nutmeg Theatre Circuit (Leonard Sampson, Robert Spodick, and Norman Bialek), which has purchased the 500-seat Brooklawn, suburban Bridgeport, Conn., from the John Dombi interests for \$60,000 (as reported in MOTION PICTURE EXHIBITOR), has arranged with Dombi to lease a nearby parking area for use of theatre patrons. The Brooklawn, to be renamed the County Cinema, will reopen after Labor Day as an art theatre outlet, fifth to be operated by Sampson-Spodick-Bialek. Upwards of \$175,000 will be spent on the Brooklawn's current remodeling. . . . Over \$1,000 was raised for the projected Ezio Pinza Memorial Theatre at New England premiere of Warners' "Fanny" at the Stamford, Stamford, Conn., under sponsorship of the Stamford Junior Chamber of Commerce. The memorial theatre is to be built on grounds of the Stamford Museum and Nature Center. . . . Mrs. Sperie P. Perakos, wife of the general manager of Perakos Theatre Associates, independent Connecticut circuit, has completed a three-week stint in the musical, "The King and I," appearing at Oakdale Musical Theatre, Wallingford, Conn.; Carousel Music Tent, Framingham, Mass.; and Warwick Music Tent, Warwick, R. I. She is billed professionally as Nikki Papas. . . . Franklin E. Ferguson, general manager, New Haven's Bailey Theatres, tied up with a suburban farm for use of a pony, appropriately named "Misty," for street ballyhoo on 20th-Fox's "Misty" at the Whitney and Westville, New Haven. In Waterbury, Frank McQueeney, Pine Drive-In owner, gave away a pony to lucky coupon holder. . . . Columbia opened "The Guns of Navarone" day-and-date at the Bailey Theatres' Whalley, New Haven, and Perakos Theatre Associates' Hi-Way, Bridgeport. . . . Doug Amos, general manager of Lockwood and Gordon Theatres, has given Ed Stokes, resident manager at the Avon Cinema, Providence, R. I., added responsibilities of advertising manager for the L&G art theatres in Providence and Hartford. . . . The Williamstown, Mass., Zoning Board of Appeals is expected to act by mid-September on an application by Peter Desmond, current leasee of the 492-seat Calvin King-owned Walden, Williamstown, for authority to build a new motion picture theatre, complete with restaurant and gift shop, in Williamstown. A petition, signed by 22 objecting abutters, owners of land adjacent to the proposed site, contends that Desmond's move would tend to over-commercialize the area, thus in effect increasing the traffic flow and "create an atmosphere which would adversely affect the salability of present holdings and lower rather than conserve property values."

NEW ORLEANS

. . . Gus Stierwald, Columbia head shipper, is still recuperating from a major operation with Michael Demma substituting for him during the summer months. . . . Yet another independent distribution outfit here is Warwick Films headed by Abe Berenson, Tower, Gretna, La., and Arthur Barnett. . . . Judy Hanmer, MGM assistant cashier who suffered multiple breaks of the right leg in an automobile accident has returned to her duties. . . . The local WOMPI elected Ida Klos, Paramount Gulf, as delegate, along with Della Jean Favre, delegate ex-officio, to the international convention to be held in Charlotte, N.C., on Sept. 22. . . . Imelda Giessinger has been named treasurer of the club to fill the unexpired term of Thelma Reinerth, resigned. . . . H. A. Garrett, manager, Hazel, Hazelhurst, Miss., resigned to take over the



Carl Reardon, Philadelphia branch manager, Universal-International, and his wife spent a one-day vacation recently in Wildwood, N.J., and visited Hunt's Pier, where they are seen on the Crazy Cup ride.

operation of the Hoo Hoo, Gurdon, Ark., which he leased from K. Lee Williams Theatres, DeQueen, Ark. . . . The Venus, Shreveport, a neighborhood operation, closed. . . . Midori Tsuji, a local resident from 1944-1952, was in handling promotion of "La Dolce Vita" for Astor at the Civic, where it is playing three-shows daily at slightly increased admission price. Also in to promote the film is Mario de Vecchi, vice-president of Astor Pictures. . . . Mr. and Mrs. E. R. Sellers, owners, Yam Drive-In, Opelousas, La., became grandparents for the second time via daughter and son-in-law, the T. E. Johnsons, Topeka, Kans.

PHILADELPHIA

Frank Damis, Stanley Warner Theatres zone manager, announced that MGM's presentation of Samuel Bronston's "King Of Kings" will have its Philadelphia premiere at the Boyd on Oct. 26 as a road show attraction. . . . Ed Gallner, MGM publicist, was in an auto accident and broke several ribs. . . . Hugh Owens, Paramount eastern division manager, was in sporting a crew haircut. . . . James Clark's National Film Service will begin to handle National Screen Service trailers and film out at 29th and Parrish Streets on Oct. 1 with NSS continuing to handle posters only at 1201 Vine Street and otherwise closing its back room. . . . Morris Wax, industry veteran, was in Einstein Medical Center, Northern Division. . . . Edgar Goth, Stanley Warner publicity director, was in Harrisburg recently calling on old friends. He was accompanied by his family and Colonial manager Spike Todorov and family and Mrs. O'rear, former Colonial, Harrisburg, manager. They made a motor trip through New York and New Jersey.

PITTSBURGH

Jackie Kahn, partner in the ad agency of Feldman and Kahn, and former ad-publicity director of Stanley Warner Theatres, off to Canada for a brief vacation trip following a hospital visit for treatment of his chronic bursitis. . . . There's been an increase in the family of Rege Cordic, of KDKA. . . . Stanley manager Larry Knee is sporting a new Buick sedan, won in a raffle conducted by the volunteer firemen of Punxsutawney. . . . United Artists field exploiteer Ed Lurie on vacation in Los Angeles. . . . Local boy gets screen test—hair stylist Maurice Patrine headed for Hollywood and a screen test at the Warner studios.

Danny Thomas and Paul Anka were scheduled to visit Pittsburgh for the silver jubilee of Archbishop Anthony Vicar. . . . Jack

Baker's "Asylum of Horrors" spook show played a number of area theatres, including Associated Theatres and Stanley Warner city houses, to big business. . . . Stanley Warner execs Harry Feinstein, zone manager, with ad manager Henry Burger and Warner manager Charles Comar, flew to Detroit for the area promotional meeting for the "King Of Kings" roadshows, to be conducted by M.G.M.'s Emory Austin. Max Shabbison, Metro's resident manager, also made the trip. The M.G.M. spectacle is due for November reserved seat engagements at S.W.'s Warner here, and Capitol, Cincinnati. . . . Harry Feinstein, Stanley Warner zone manager, and Saul Bragin, circuit's chief film buyer, were in New York on business. . . . Some 30 Stanley Warner theatres booked "Pencil Box" Back-To-School Shows for the youngsters—a repeat of the highly successful promotion initiated last year. . . . The Ray Ayreys and the Jules Curleys, of Stanley Warner, had cottages at Geneva-On-The-Lake, Ohio, for a one-week vacation.

PORTLAND

Sol Maizels and family have returned after a summer at Seaside, Ore. . . . Visitors here were Peter DeCenzies, Russ and Eve Meyer. They produced "The Immoral Mr. Teas" and have been on a tour of the Northwest, Colorado, and Montana to film "The Naked West." Mrs. Meyer was the star of a burlesque comedy film, "Eve and the Handyman," another in the current "nude wave" of motion-pictures. DeCenzies is the former owner of the Star burlesque theatre here and has had interests in similar houses in Oakland and Los Angeles, Calif. . . . Rod Steiger starred in "A Short Happy Life," which played a one-nighter here enroute to San Francisco and Los Angeles. The play has a late November date in New York. M. M. Mesher, Paramount, handled details for the performance at The Auditorium here. . . . Earl Keate, United Artists, was here working on "The Young Doctors." Members of Oregon and Multnomah county medical societies and nursing staffs from various hospitals were invited to special screenings.

SAN ANTONIO

Perfecto Villarreal, chairman of the Student for Civil Liberties, said here that a survey of some 900 San Antonians showed most of them would attend theatres if the theatres were integrated. Villarreal said 83 percent of those questioned in the survey, conducted during Theatre Integration Week, July 31-Aug. 7, answered yes to the question, "If the downtown movie theatres were integrated, would you attend?" Eleven percent said no, and six percent were undecided. Kathy Verebelyi, survey chairman, said the survey response was "overwhelmingly in favor of theatre integration." In an area breakdown, she said the lowest favoring percentages were in the southern part of the city, with favoring percentages there ranging from 73 to 78. She said, however, that of those answering no, "a good majority" admitted they would not go to a movie under any condition. . . . Ed Gomez, owner, Rio, Raymondville, Tex., recently purchased the Rig, Premont, Tex. . . . The City Commission at Port Arthur, Tex., is planning another attempt to set up a censor board for the control of the sale of publications and showing of motion pictures ruled obscene. The commission appointed a censor board last year after the showing of a nudist movie at a downtown theatre, then learned that it was not empowered to name such a board. The chief stumbling block to the earlier movement, city officials said, was the determination of what constituted ob-

scenity. A new ordinance being drafted by the city's legal department is aimed at providing some criteria for the censorship board to make decisions. It defines obscenity as whether "the dominant theme of the material taken as a whole appeals to prurient interests of the average person, applying contemporary community standards." . . . Sympathy was being extended to Cranfill Cox, Jr., and family on the death in Gilmer, Tex., of their four year old son. . . . The screen and fences of the Boulevard Drive-

In, Corpus Christi, Tex., have been torn down to clear the way for the construction of a discount house. Only the concession building of the drive-in will be retained possibly as a garden center. The Boulevard, built in the late 1940s, was one of the first outdoor theatres constructed in Corpus Christi. . . . Sept. 11 to 17 has been proclaimed as "Movie Week in Texas" as one of the official acts of Preston Smith, as Governor of Texas for a day. He is an exhibitor at Lubbock, Tex. Highlights included the fact that the motion picture industry is observing its 60th anniversary of the opening of the first theatre dedicated to the exclusive showing of motion pictures and the role that motion pictures and the motion picture industry have played in the economy, well being, education of the American people. . . . The Prince, downtown house operated by Lone Star Theatres, has reverted to its former policy of showing English language double features. For a time, the Palace was showing Spanish language films. . . . George Bannon, exploitation man from Universal-International, Dallas, was in on behalf of "Come September" at the Majestic. . . . The former Arts, which has been closed for some time, has been sold to the adjacent St. Ann's Church and will be used as a special activities building. Sale price of the Arts was said to be \$40,000. . . . Several Hollywood stars have donated gifts to Brackettville, Tex., in an effort to raise money there for the county's worn out ambulance. Officials for the event said the gifts were to be among articles to be auctioned during a gigantic celebration. The auction was held at Happy Shanan's Alamo Village, where John Wayne made the movie, "The Alamo." Among the stars who sent gifts were Wayne, Sandra Dee, Cornel Wilde, Jayne Mansfield, Rock Hudson, and Jean Wallace. . . . A company has been organized in El Paso, Tex., to produce motion picture and television films dealing with El Paso and the southwest. The company, called Texas-International Productions, was formed by William D. Coates, an attorney from Virginia and Washington, D. C.; Luther B. McKeen, producer of the Academy Award winning featurette, "The Boy Who Owned A Melephant"; and Eugene Michael, an El Paso public relations man. . . . Linn Harrington, operator, Longhorn Drive-In, Austin, Tex., has announced that the drive-in has been reopened following completion of the erection of a new screen tower. The old screen tower was recently destroyed in a fire.

ST. LOUIS

The Missouri-Illinois Theatre Owners convention, Sept. 18, will have the music of Ray Devinney and his orchestra. Devinney is the brother of Marcella Devinney, who is booker at Buena Vista. Marge Collins, Allied Artists office manager and booker, has joined the growing list of Miss Film Row contestants. . . . The screen at the Sikeston Drive-In was blown down by high winds. The drive-in is owned by Meccutchen Theatres, who also operate the Malone, Sikeston, and the Meccutchen, Charleston, Mo. The drive-in will be closed for several weeks for repairs. . . . Columbia is staging two consecutive first-run multiple breaks in the St. Louis area starting Aug. 9 when "Two Rode Together" and "Warrior Empress" will open in 11 conventional and drive-in theatres and Aug. 16 when "Homicidal" and "Most Dangerous Man Alive" open in 12 conventional and drive-in theatres. . . . Frank Jenkins, from New Orleans, MGM exploiteer, has been in town working "Ben-Hur" into the territory. He leaves for Chicago soon for meetings on "King of Kings." . . . Irwin Josephs, inde-

pendent distributor from Chicago, was seen on the Row. . . . Irving Shiffrin, Columbia exploiteer, left for Toledo to work on "Guns of Navarone." . . . H. C. Kauffman, Columbia exchange operations manager from New York, was visiting the branch office. . . . Cliff Mantle, Mantle Pictures Co., has announced that L. E. Thomas of the Pictorial Col, New Castle, Ind., owner of StereoVision, has made a deal with Mantle and Associates of St. Louis for use of the StereoVision process in forthcoming productions. Mantle also announced that the distributors of "Lost Boundaries" will be Ernest Gribble, Dallas; Art Goldsmith, Cleveland; Bill Kroeger, St. Louis and Kansas City; and Sam Wheeler, Washington. . . . Charlotte will be at the Charlotte in Charlotte. WOMPIs here are enjoying their own small joke on the 1961 WOMPI convention. They elected Charlotte Murphy, Columbia, president of the organization for the year and will be sending her to the national convention. Barbara Cuddy is the alternate. . . . Phil Harling, Stanley Warner, New York, will be the banquet speaker at the MITO convention here Sept. 18, it was announced by A. Ray Parker, president. Harling will speak to the delegates on toll television, Parker said. John W. Keiler, II, president, Columbia Amusement Co. Paducah, Ky., is to be the keynote speaker at the luncheon. . . . Latest Miss Film Row entry named is Betty Mason, biller at Columbia. . . . Jane Smoller, formerly with Paramount, has accepted a position as secretary to a child psychologist at Jewish Hospital. She plans to stay a member of the WOMPIs so she can get together regularly with all her old friends. . . . Condolences to Barbara Cuddy, UA, whose grandmother died. . . . William Gehring, 20th-Fox branch manager, was in Pittsburgh and went from there to a district meeting in Paducah, Ky., with John W. Keiler of Columbia Amusement Co.

SALT LAKE CITY

The Utah premiere of 20th-Fox's "Francis Of Assisi" at the Capitol was sponsored by the Diocesan Council of Catholic Youth to raise funds to send outstanding members to the national convention in Buffalo, N.Y., in November. . . . A most modern theatre is being completed at the University of Utah grounds as a monument to the historic world-famed old Salt Lake Theatre, torn down several years ago to make room for the new American Telephone and Telegraph Building. It will be called "Pioneer Memorial Theatre" and should be completed by the end of the year.

SEATTLE

Grover Livingston, Warner Brothers mid-west and western division manager, with headquarters in New York, was in Seattle to confer with branch manager Jean Spear. . . . Results of the Variety Club Golf Tournament are low gross — B. F. Shearer; low gross for women — Kathleen Greene; low gross for men — County Commissioner Howard O'Dell; John Hamrick Inspirational Award—Les Schulman, program director of Channel 5. The largest door prize, a rug donated by Murry D. Marsh Company, was won by Sally Records of United Artists. . . . Next big event for Variety Club is a boat cruise for members and their guests on Puget Sound. . . . Warner Brothers cashier Karen La Pine is awaiting the stork momentarily and previous cashier Jane Bernadino has come back as a temporary replacement. . . . Back-to-school theatre parties are planned to precede the opening of fall classes, with merchant cooperation.

FORE!!!

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and

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Friday, September 29



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SERVICE SECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICE SECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVICE SECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



SEPTEMBER 20, 1961 SECTION TWO VOL. 66, NO. 15

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope	MC—MetroColor	TC—Technicolor	VV—VistaVision
DC—DeLuxe Color	PV—Panavision	TE—Technirama	C—Other color
EC—Eastman Color	RE—Reissue	TS—Totalscope	

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Absent-Minded Professor, The . . .	A1	Misc.
Ada	A3	MGM
Adventure, The		For.
After Mein Kampf		Misc.
Alakazam, The Great	A1	A-1
Alamo	A1	UA
All Hands On Deck	A1	Fox
All Fall Down		MGM
All In A Night's Work	A3	Par.
Amazing Transparent Man	A1	A-1
Angel Baby	B	AA
Angry Silence, The	A3	For.
Anna's Sin	A3	Fro.
Armored Command	A3	AA
Atlantis, The Lost Continent	A2	MGM
Atlas		Misc.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6105 ANGEL BABY—MD-97m.—Salome Jens, George Hamilton, Mercedes McCambridge—4813 (5-3-61)—Excellent and dynamic film introduces new star
- 6109 ARMORED COMMAND—D-99m.—Howard Keel, Tina Louise—4845 (8-9-61)—Interesting war drama has angles
- 6108 BRAINWASHED—D-102m.—Curt Jurgens, Claire Bloom—4837 (7-12-61)—Good suspense entry for general situations, art spots—German-made; English dialogue.
- BRIDGE, THE—D-102m.—Fritz Wepper, Michael Hinz—4817 (5-17-61)—Good war film—German-made; English titles.
- 6009 CALTIKI, THE IMMORTAL MONSTER—MD-75m.—John Merivale, Didl Sullivan—4773 (12-7-60)—Science fiction for the dualers
- 6106 DAVID AND GOLIATH—SP-95m.—(EC; TotalScope)—Orson Welles, Ivo Payer—4817 (5-17-61)—Satisfactory biblical spectacle should prove saleable—Italian-made—dubbed in English.
- 6102 DONDI—CD—100 m.—David Kory, David Janssen, Patti Page—4845 (8-9-61)—Fair programmer
- 6016 HEROD THE GREAT—D-93m.—(EC; Totalscope)—Edmund Purdom, Sylvis Lopez—4773 (12-7-60)—Another Italian-made spectacle—Italian-made; dubbed in English
- 6014 HEROES DIE YOUNG—MD-76m.—Erika Peters, Scott Borland—4789 (2-8-61)—Lower half war meller
- 6107 KING OF THE ROARING 20's—MD-106m.—David Janssen, Dianne Foster—4817 (5-17-61)—Well made and enacted life of a notorious gambler.
- 6101 LOOK IN ANY WINDOW—D-87m.—Paul Anka, Ruth Roman, Alex Nicol—4785 (1-25-61)—Satisfactory programmer has exploitable angles
- 6103 OPERATION EICHMANN—MD-92m.—Werner Klemperer, Ruta Lee—4801 (3-22-61)—Highly exploitable melodrama
- 6008 PLUNDERERS, THE—W-94m.—Jeff Chandler, Dolores Hart—4765 (11-9-60)—Interesting western should appeal to action fans
- 6006 RAYMIE—D-73m.—David Ladd, Julie Adams, John Agar—4757 (10-12-60)—Programmer for family trade
- 6013 SERENGETI SHALL NOT DIE—DOC-84m.—(EC)—Produced by Michael Grizmek and Dr. Bernhard Grizmek—4789 (2-8-61)—Good documentary on Africa
- 6003 SEX KITTENS GO TO COLLEGE—C-94m.—Mamie Van Doren, Tuesday Weld, Marty Milner—4769 (11-23-60)—For the lower half
- 6010 TORMENTED—MD-75m.—Richard Carlson, Juli Reding—4773 (12-7-60)—For the lower half
- 6015 UNFAITHFULS, THE—83m.—Gina Lollobrigida, May Britt, Pierre Cressoy—4813 (5-3-61)—Unsavory tale of Italian society—Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

- May TIME BOMB—Curt Jurgens, Mylene Demongeot
- Aug. TWENTY PLUS TWO—David Janssen, Jeanne Crain, Dina Merrill

COMING

- BIG WAVE, THE—Seesue Hayakawa—Japanese-Made
- BILLY BUDD—Robert Ryan, Peter Ustinov
- BLOODY BROOD—Barbara Lord, Jack Bett
- DAY OF THE TRIFFIDS, THE—(CS; C)—Howard Keel, Nicole Maurey
- HITLER—Richard Basehart, Maria Emo
- GEORGE RAFT STORY, THE—Ray Danton, Jayne Mansfield, Barbara Nichols

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 608 ALAKAZAM THE GREAT—CAR. 84m.—(C; Matiscope)—Voices of Frankle Avalon, Dodie Stevens, Jonathan Winters—4841 (7-26-61)—Amusing and entertaining cartoon—Japanese-made; English dialogue
- 506 AMAZING TRANSPARENT MAN, THE—MD-60m.—Marguerite Chapman, Douglas Kennedy—4749 (9-14-60)—Lower half science fiction
- 606 BEWARE OF CHILDREN—C-80m.—Leslie Phillips, Geraldine McEwan—4833 (6-28-61)—Fairly amusing import—English
- 602 BLACK SUNDAY—MD-84m.—Barbara Steele, John Richardson—4793 (2-22-61)—Satisfactory horror programmer—Italian-made—Dubbed in English
- 509 GOLIATH AND THE DRAGON—MD-90m.—(Colorscope)—Mark Forrest, Eleanora Ruffo—4777 (12-21-60)—Spectacle should do okay when actively sold—Italian-made; dubbed in English
- 601 HAND, THE—MD-61m.—Derok Bond, Reed De Rouen—4809 (4-19-61)—Gruesome programmer holds interest—England
- 604 HOUSE OF FRIGHT—D-80m.—(C)—Paul Massie, Dawn Addams—4829 (6-14-61)—Effective horror entry—English
- 508 JOURNEY TO THE LOST CITY—MD-95m.—(C)—Debra Paget, Paul Christian—4765 (11-9-60)—Exploitable spectacle for the program
- 603 KONGA—90m.—(EC)—Michael Gough, Margo Johns—4793 (2-22-61)—Okay science fiction programmer—English
- 607 MASTER OF THE WORLD—SFD-104m.—(Magna Color; Stereophonic Sound)—Vincent Price, Charles Bronson—4813 (5-3-61)—Well-made, interesting science fiction entry
- 609 PIT AND THE PENDULUM, THE—D-85m.—(C; CS)—Vincent Price, John Kerr, Barbara Steele—4845 (8-9-61)—Well-made horror drama
- 507 PORTRAIT OF A SINNER—D-96m.—Nadja Tiller, Tony Britton—4785 (1-25-61)—Adult love story should interest women in particular—English

TO BE REVIEWED

- BLACK MUTINY—(CS; C)—Don Megown, Silvana Pampanini
- JOURNEY TO THE 7th PLANET—(C)—John Agar, Greta Thyssen
- LOST BATTALION—Leopold Salcedo, Diane Jergens
- OPERATION CAMEL—Nora Hayden, Louis Renard
- PROFESSIONALS, THE—William Lucas
- REPTILICUS—(C)—Bodil Miller

PLEASE NOTE . . .

This yellow paper SERVICE SECTION is corrected, re-edited, and brought up to date every second week;— and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder. Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

• Bachelor in Paradise.....	MGM
• Bachelor Flat.....	Fox
• Back Street.....	B U-I
• Ballad Of A Soldier.....	A2 For.
• Barefoot Mailman The—RE.....	A1 Col.
• Battle At Bloody Beach.....	A2 Fox
• Belles And Ballets.....	For.
• Beware Of Children.....	A2 A-I
• Big Deal On Madonna Street, The	A3 For.
• Big Gamble, The.....	A1 Fox
• Big Wave, The.....	AA
• Big Show, The.....	B Fox
• Billy Budd.....	AA
• Blimbo The Great.....	B WB
• Bird Man Of Alcatraz, The.....	UA
• Black Mutiny.....	A-I
• Black Sunday.....	A2 A-I
• Blast Of Silence.....	A3 U-I
• Blood and Roses.....	B Par.
• Bloody Brood.....	AA
• Blue Hawaii.....	Par.
• Blueprint For Robbery.....	A2 Par.
• Born Yesterday—RE.....	B Col.
• Boy Who Caught A Crook.....	A1 UA
• Boy Who Stole A Million, The....	A1 Par.
• Brainwashed.....	A2 AA
• Breakfast At Tiffany's.....	A3 Par.
• Breath Of Scandal, A.....	B Par.
• Breathless.....	C For.
• Bridge, The.....	A2 AA
• Bridge To The Sun.....	A2 MGM
• Buffalo Gun.....	Misc.
• Butterfield 8.....	B MGM
• By Love Possessed.....	A3 UA

C

• Caltiki, The Immortal Monster....	AA
• Canadians, The.....	A2 Fox
• Cape Fear.....	U-I
• Career Girls On A Naked Holiday.	Misc.
• Carthage In Flames.....	B Col.
• Cat Burglar, The.....	A2 UA
• Cheaters, The.....	For.
• Children's Hour, The.....	UA
• Cimarron.....	A1 MGM
• Cinderella.....	A1 Par.
• Circle Of Deception.....	Fox
• Claudelle Inglish.....	A3 WB
• Cleopatra.....	Fox
• Code Of Silence.....	Misc.
• Colossus Of Rhodes The.....	MGM
• Come Dance With Me.....	C
• Come September.....	A3 U-I
• Commancheros, The.....	Fox
• Confess, Dr. Corda.....	For.
• Congo Vivo.....	Col.
• Cool Wind In August, A.....	C Misc.
• Couch, The.....	A3 WB
• Counterfeit Traitor, The.....	Par.
• Cow And I, The.....	A2 For.
• Crowning Experience, The.....	SP Misc.
• Cry Freedom.....	For.
• Cry For Happy.....	B Col.
• Curse Of The Werewolf.....	B U-I

D

• David and Goliath.....	A1 AA
• Day Of The Triffids, The.....	AA
• Days Of Thrills And Laughter....	A1 Fox
• Dead One, The.....	Misc.
• Deadly Companions, The.....	A2 Misc.
• Desert Attack.....	A1 Fox
• Desire In The Dust.....	B Fox
• Devil At 4 O'clock, The.....	Col.
• Devil's Commandment, The.....	For.
• Dog, A Mouse and A Sputnik, A.....	For.
• Dondi.....	A1 AA
• Don Quixote—USSR.....	A2 MGM
• Double Bunk.....	For.
• Double Trouble.....	Fox
• Dr. Blood's Coffin.....	A2 UA

E

• Elephant Walk—RE.....	A2 Par.
• End Of Innocence.....	A3 For.
• Entertainer, The.....	B For.
• Errand Boy, The.....	Par.
• Escape From Terror.....	Misc.
• Escape From Zahrain.....	Par.
• Esther And The King.....	B Fox
• Everything's Ducky.....	A1 Col.
• Exodus.....	A3 IJA
• Experiment In Terror.....	Col.
• Explosive Generation, The.....	UA

F

• Fabulous World of Jules Verne....	A1 WB
• Facts Of Life, The.....	A2 UA

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

449-R BAREFOOT, MAILMAN, THE—MD-83m.—(SuperCinecolor)—Robert Cummings, Terry Moore—4753 (9-28-60)—Interesting program for duallers—Reissue
531 BORN YESTERDAY—C-103m.—Judy Holliday, Broderick Crawford—4797 (3-8-61)—Highly entertaining adult comedy reissue—Reissue
528 CARTHAGE IN FLAMES—MD-95m.—(TC; TE)—Anne Heywood, Jose Suarez—4785 (1-25-61)—Historical spectacle for the program—Dubbed in English—Italian-made
529 CRY FOR HAPPY—C-110m.—(CS; EC)—Glenn Ford, Donald O'Connor, Miiko Taka—4785 (1-25-61)—High rating, laugh-loaded comedy has names and angles
539 FIVE GOLDEN HOURS—C-90m.—Ernie Kovacs, Cyd Charisse—4818 (5-17-61)—Funny idea misses big laughs—Made in England
601 GIDGET GOES HAWAIIAN—C-102m.—(EC)—James Darren, Deborah Walley—4825 (5-31-61)—Cute entry for the program
603 GUNS OF NAVARONE, THE—157m.—(EC; CS)—Gregory Peck, Gia Scala—4825 (5-31-61)—High rating adventure yarn—Filmed Abroad
523 HAND IN HAND—D-75m.—Loretta Parry, Philip Needs, John Gregson—4777 (12-21-60)—Interesting drama for the program—English
516 HELL IS A CITY—MD-96m.—(HammerScope)—Stanley Baker, John Crawford—4761 (10-26-60)—Good cops 'n' robbers thriller for the program—England
540 HOMICIDAL—MD-87m.—Glenn Corbett, Patricia Breslin—4833 (6-28-61)—Grisly horror item with Castle Grimmick
512 I AIM AT THE STARS—BIOD-107m.—Curt Jurgens, Victoria Shaw—4750 (9-14-60)—Timely, controversial biopic can be exploited
519 JAZZ BOAT—CMU-90m.—(CS)—Anthony Newley, Anne Aubrey—4769 (11-23-60)—For the program—English
513 LET NO MAN WRITE MY EPITAPH—D-106m.—Burl Ives, Shelley Winters—4753 (9-28-60)—Unpleasant but gripping drama has angles
608 LOSS OF INNOCENCE—D-99m.—(EC)—Kenneth More, Danielle Darrieux—4845 (8-9-61)—Interesting adult drama—English
534 MAD DOG COLL—MD-86m.—John Chandler, Brooke Hayward—4818 (5-17-61)—Gangster entry for the program
538 MEIN KAMPF—DOC-121m.—Compilation of German war films—4809 (4-19-61)—Chilling documentary is grimly fascinating
541 MOST DANGEROUS MAN ALIVE—MD-82m.—Ron Randell, Debra Paget—4833 (6-28-61)—For lower half
527 PASSPORT TO CHINA—MD-75m.—Richard Basehart, Alan Gifford—4797 (3-8-61)—For the lower half
520 PEPE—C-157m.—(Panavision—CS—TC)—Cantinflas, Dan Dailey, Shirley Jones—4781 (1-11-61)—Highly entertaining
536R PICNIC—CD-115m.—(CS; TC)—William Holden, Rosalind Russell—4818 (5-17-61)—High rating entry—Reissue
518 PLEASE TURN OVER—C-86m.—Ted Ray, Jean Kent—4757 (10-12-60)—Plenty of laughs in cute comedy—England
533 RAISIN IN THE SUN, A—D-128m.—Sidney Poitier, Claudia McNeil—4805 (4-5-61)—Film based on hit play rates high
605 SCREAM OF FEAR—MD-81m.—Susan Strasberg, Ronald Lewis—Good suspense entry—4846 (8-9-61)—English
582R SOLID GOLD CADILLAC, THE—C-99m.—Judy Holliday, Paul Douglas—4797 (3-8-61)—High rating comedy reissue—Reissue
535 STOP ME BEFORE I KILL—D-108m.—Claude Dauphin, Kaine Cilento—4829 (6-14-61)—Interesting drama—English made
514 SURPRISE PACKAGE—C-100m.—Yul Brynner, Mitzl Gaynor—4757 (10-12-60)—Entertaining comedy
522 SWORD OF SHERWOOD FOREST—MD-80m.—(EC; Megascope)—Richard Greene, Sarah Branch—4786 (1-25-61)—Rebels Hood rides again—English
530 TERROR OF THE TONGS—MD-80m.—(EC)—Geoffrey Toone, Yvonne Monlaur—4801 (3-22-61)—Horror import for the program—English-made
517 THREE WORLDS OF GULLIVER, THE—100m.—(Superdynamation; EC)—Kerwin Mathews, Jo Morrow—4773 (12-7-60)—Enjoyable fantasy loaded with youth appeal
602 TWO RODE TOGETHER—D-109m.—(EC)—James Stewart, Shirley Jones—4833 (6-28-61)—Off-beat adventure yarn has good selling angles
537R TWINKLE AND SHINE (It Happened To Jane)—C-98m.—(EC)—Doris Day, Jack Lemmon—4818 (5-17-61)—Highly entertaining comedy—Reissue
525 UNDERWORLD, U. S. A.—MD-99m.—Cliff Robertson, Dolores Dorn—4793 (2-22-61)—Good crime meller for the program
521 WACKIEST SHIP IN THE ARMY, THE—C-99m.—(CS; EC)—Jack Lemmon, Ricky Nelson—4774 (12-7-60)—Amusing service comedy
524 WARRIOR EMPRESS, THE—D-97m.—(EC; CS)—Kerwin Mathews, Tina Louise—4829 (6-14-61)—Spectacle and sex from Italy—Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Aug. MYSTERIOUS ISLAND—(Super-Dynamation; C)—Michael Craig, Joan Greenwood
Sept. DEVIL AT 4 O'CLOCK, THE—(CS; C)—Spencer Tracy, Frank Sinatra, Barbara Luna
Oct. WEEKEND WITH LULU—Leslie Phillips, Robert Monkhouse
Oct. EVERYTHING'S DUCKY—Mickey Rooney, Buddy Hackett
Oct. TRUNK, THE—Phil Carey, Julia Arnall

COMING

CONGO VIVO—Jean Seberg, Bachir Toure
EXPERIMENT IN TERROR—Glenn Ford, Lee Remick
FIVE FINGER EXERCISE—Rosalind Russell, Jack Hawkins, Annette German
FURY OF THE BARBARIANS—(C)—Edmund Purdom
HELLIONS—Richard Todd, Anne Aubrey
LAWRENCE OF ARABIA—(Panavision, EC)—Alec Guinness, Anthony Quinn
MUTINEERS, THE—(CS; C)—Dirk Bogarde, Alec Guinness, Anthony Quayle
NOTORIOUS LANDLADY, THE—Kim Novak, Jack Lemmon, Fred Astaire
PLAY IT COOL—Anthony Newley, Anne Aubrey
QUEEN OF THE PIRATES—Gianna Maria Canale—Super Cinescope—Italian made
SARDONICUS—Oscar Homolka, Guy Rolfe
3 STOOGES MEET HEPCULES, THE—3 Stooges, Marlon and Mike McKeever
VALLEY OF THE DRAGONS—Sean McClory
UNDERWATER CITY, THE—(Fantascope; C)—William Lundigan, Julie Adams

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

124 ADA—D-108m.—(CS; MC)—Susan Hayward, Dean Martin—4841 (7-26-61)—Interesting drama on Southern people and politics
113 ATLANTIS, THE LOST CONTINENT—D-90m.—(MC)—Anthony Hall, Joyce Taylor—4809 (4-19-61)—Good science fiction entry
118 BRIDGE TO THE SUN—D-113m.—Carroll Baker, James Shigeta—4849 (8-23-61)—Drama of mixed marriage during war
106 BUTTERFIELD 8—D-109m.—(CS; MC)—Elizabeth Taylor, Laurence Harvey—4761 (10-26-60)—Absorbing drama for adults seems headed for better business
108 CIMARRON—WSP—147m.—(CS; MC)—Glenn Ford, Marla Schell, Anne Baxter—4774 (12-7-60)—Highly entertaining entry
DON QUIXOTE—D-106m.—(C)—Nikolai Cherkassov—4793 (2-22-61)—Well-made filmization of literary classic—U. S.—USSR Cultural exchange film
114 GONE WITH THE WIND—D-222m.—(TC)—Clark Gable, Olivia de Havilland—4805 (4-5-61)—Excellent—Reissue
111 GO NAKED IN THE WORLD—D-103m.—(CS; MC)—Gina Lollobrigida, Anthony Franciosa—4786 (1-25-61)—Filmization of novel on life and love of a prostitute for adult audiences
105 GORGO—MD-78m.—(TC)—Bill Travers, William Sylvester—4786 (1-25-61)—Science fiction entry has angles—England
116 GREEN HELMET, THE—MD-88m.—Bill Travers, Nancy Walters—4837 (7-12-61)—Okay auto racing programmer—English
122 HONEYMOON MACHINE, THE—C-100m.—(CS; MC)—Steve McQueen, Brigid Bazlen—4837 (7-12-61)—Very funny comedy
INVASION QUARTET—C-87m.—(MS)—Bill Travers, Spike Milligan—4865 (9-13-61)—Fair comedy for lower half—English
103 KEY WITNESS—MD-81m.—(CS)—Jeffrey Hunter, Pat Crowley—4750 (9-14-60)—Very good juvenile delinquency meller
107 MAGIC BOY—CAR-75m.—(Magicolor)—Toei Production—4846 (8-9-61)—Colorful Japanese cartoon should appeal to youngsters—English dialogue
120 MORGAN THE PIRATE—MD-95m.—(CS; EC)—Steve Reeves, Valerie Legrange—4829 (6-14-61)—Very good actionful, slam-bang swashbuckler—Made In Italy
119 RING OF FIRE—MD-91m.—(MC)—David Janssen, Joyce Taylor—4818 (5-17-61)—Good program meller
115 SECRET PARTNER, THE—MD-91m.—Stewart Granger, Haya Harareet—4797 (3-8-61)—Good mystery—English
123 THIEF OF BAGHDAD—FAN-90m.—(CS; EC)—Steve Reeves, Georgia Moll—4837 (7-12-61)—Arabian Nights action fantasy for kids and young in heart—Italian made; dubbed in English
121 SECRET OF MONTE CRISTO, THE—MD-80m.—(EC; Dyaliscope)—Rory Calhoun, Patricia Bredin—4846 (8-9-61)—Swashbuckler for the program—Italian
THUNDER OF DRUMS, A—D-97m.—(CS; MC)—Richard Boone, George Hamilton, Luana Patten—4865 (9-13-61)—Interesting outdoor action drama
117 TWO LOVES—D-100m.—(C; CS)—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help
109 VILLAGE OF THE DAMNED—MD-78m.—George Sanders, Barbara Shelley—4761 (10-26-60)—Good science fiction entry—England
110 WHERE THE BOYS ARE—C-89m.—(CS; MC)—Dolores Hart, George Hamilton—4774 (12-7-60)—Highly entertaining entry about today's college youngsters
104 WHERE THE HOT WIND BLOWS—D-120m.—Gina Lollobrigida, Pierre Brasseur—4757 (10-12-60)—Strong sell, names will boost satisfactory import—French-Italian made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Nov. COLOSSUS OF RHODES, THE—(CS; C)—Rory Calhoun, Lea Massari
Dec. BACHELOR IN PARADISE—(CS; MC)—Bob Hope, Lana Turner

COMING

ALL FALL DOWN—Eva Marie Saint, Warren Beatty
FOUR HORSEMEN OF THE APOCALYPSE—(CS; C)—Glenn Ford, Ingrid Thulin
HORIZONTAL LIEUTENANT, THE—Jim Hutton, Paula Prentiss
HOW THE WEST WAS WON—(Cinerama)—James Stewart, Debbie Reynolds, Gregory Peck, John Wayne
I THANK A FOOL—(CS; C)—Susan Hayward, Peter Finch
KING OF KINGS—(TECH. 70; TC)—Jeff Hunter, Siobhan McKenna
LADY L—(CS; C)—Tony Curtis, Gina Lollobrigida
LIGHT IN THE PIAZZA, THE—(MC; CS)—Olivia DeHavilland, Rossano Brazzi
MURDER, SHE SAID—Margaret Rutherford, Arthur Kennedy
MUTINY ON THE BOUNTY—(Ultra-Panavision, C)—Marlon Brando, Trevor Howard
SWEET BIRD OF YOUTH—(CS; MC)—Paul Newman, Geraldine Page
SWORDSMAN OF SIENNA—Stewart Granger, Silva Cosima
TARTARS, THE—(CS, C)—Victor Mature, Orson Welles
VERY PRIVATE AFFAIR, A—(MC)—Brigitte Bardot, Marcello Mastroianni
WONDERFUL WORLD OF THE BROTHERS GRIMM, THE—(CR)—Laurence Harvey, Claire Bloom
WONDERS OF ALADDIN—(C-Ultra-Panavision)—Donald O'Connor, Noelle Adam

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6010 **ALL IN A NIGHT'S WORK**—C-94m.—(TC)—Dean Martin, Shirley MacLaine—4805 (4-5-61)—Amusing, lightweight comedy
 6101 **BLOOD AND ROSES**—MD-74m.—(TR-TC)—Mel Ferrer, Elsa Martinelli, Annette Vadim—4865 (9-13-61)—Arty vampire meller—Italian-made
 6009 **BLUEPRINT FOR ROBBERY**—MD-88m.—J. Pat O'Malley, Jay Barney—4786 (1-25-61)—Crime meller for the program
 8001 **BOY WHO STOLE A MILLION, THE**—MD-64m.—Maurice Reyna, Virgilio Texera, Marianne Benet—4753 (9-28-60)—Good program entry for family—Filmed in Spain
 6006 **BREATH OF SCANDAL, A**—C-98m.—(TC)—Sophia Loren, John Gavin, Maurice Chevalier—4761 (10-26-60)—Fair comedy has angles, names
 6007 **CINDERELLA**—C-91m.—(TC)—Jerry Lewis, Anna Maria Alberghetti—4769 (11-23-60)—Fair Jerry Lewis entry should please his fans
 R6011 **ELEPHANT WALK**—D-103m.—(TC)—Elizabeth Taylor, Dana Andrews—4781 (1-11-61)—Reissue deserves plenty of attention—Reissue
 6013 **FOXHOLE IN CAIRO**—MD-79m.—James Robertson Justice, Adrian Hoven—4787 (1-25-61)—Good war programmer
 6005 **G. I. BLUES**—C-104m.—(TC)—Elvis Presley, Juliet Prowse—4762 (10-26-60)—Presley returns to faithful fans
 6015 **LADIES MAN, THE**—C-96m.—(TC)—Jerry Lewis, Helen Traubel—4830 (6-14-61)—Good Jerry Lewis entry
 6018 **LOVE IN A GOLDFISH BOWL**—C-88m.—(TC)—Tommy Sands, Fabian, Jan Sterling—4830 (6-14-61)—Okay comedy with special angles for the teens
MAN-TRAP—MD-93m.—(Panavision)—Jeffrey Hunter, Stella Stevens—4865 (9-13-61)—Unpleasant meller for program
 R6012 **NAKED JUNGLE, THE**—MD-95m.—(TC)—Eleanor Parker, Charlton Heston—4781 (1-11-61)—Tense reissue with many selling angles—Reissue
 6016 **ON THE DOUBLE**—C-92m.—(TC; Panavision)—Danny Kaye, Dana Wynter—4819 (5-17-61)—Very funny Danny Kaye vehicle
 6014 **ONE-EYED JACKS**—W-141m.—(TC)—Marlon Brando, Katy Jurado—4801 (3-22-61)—Impressive western with great potential
 6017 **PLEASURE OF HIS COMPANY, THE**—C-114m.—(TC)—Fred Astaire, Debbie Reynolds—4819 (5-17-61)—Cute, entertaining
 6004 **SAVAGE INNOCENTS, THE**—D-110m.—(Technirama; TC)—Anthony Quinn, Yoko Tani—4758 (10-12-60)—Excellent educational subject with brilliant photography
WHITE CHRISTMAS—CMU-120m.—Bing Crosby, Danny Kaye, Rosemary Clooney—4866 (9-13-61)—Should account for high grosses—Reissue
 6008 **WORLD OF SUZIE WONG, THE**—D-129m.—(TC)—William Holden, Nancy Kwan—4765 (11-9-60)—High rating, colorful screen version of hit book and play

COMING FEATURES IN ORDER OF RELEASE

Oct. **BREAKFAST AT TIFFANY'S**—(TC)—Audrey Hepburn, George Peppard
 Nov. **BLUE HAWAII**—(TC; Panavision)—Elvis Presley, Joan Blackman

COMING

SUMMER AND SMOKE—(TC)—Laurence Harvey, Geraldine Page
ERRAND BOY, THE—Jerry Lewis
COUNTERFEIT TRAITOR—(TC)—William Holden, Lilli Palmer
HATARI—(TC)—John Wayne, Red Buttons
IRON MEN, THE—Sidney Poitier, Claudia Cardinale
MAN WHO SHOT LIBERTY VALANCE, THE—James Stewart, John Wayne, Vera Miles
MY GEISHA—(TC; Technirama)—Shirley MacLaine, Yves Montand
ESCAPE FROM ZAHRAIN—(TC; Panavision)—Yul Brynner, Sal Mineo
GIRL NAMED TAMIKO, A—(TC; Panavision)—Laurence Harvey, France Nuyen
HELL IS FOR HEROES—Bobby Darin, Bob Newhart, Fess Parker
TOO LATE BLUES—Bobby Darin, Stella Stevens
WHO'S GOT THE ACTION—(TC)—Dean Martin, Lana Turner

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

112 **ALL HANDS ON DECK**—C-98m.—(CS; DC)—Pat Boone, Buddy Hackett, Barbara Eden—4809 (4-19-61)—Light-weight entertainment
 128 **BATTLE AT BLOODY BEACH**—MD-83m.—(CS)—Audie Murphy, Dolores Michaels—4838 (7-12-61)—Okay war programmer
BIG GAMBLE, THE—CD-100m.—(CS; DC)—Stephen Boyd, Juliette Greco, David Wayne—4849 (8-23-61)—Interesting adventure comedy
 120 **BIG SHOW, THE**—D-113m.—(CS; DC)—Esther Williams, Cliff Robertson—4819 (5-17-61)—Good entry for program—Filmed abroad
 105 **CANADIANS, THE**—MD-85m.—(CS; DC)—Robert Ryan, John Dehner—4802 (3-22-61)—Tale of early Canada for the program
 111 **CIRCLE OF DECEPTION**—MD-100m.—(CS)—Bradford Dillman, Suzy Parker—4787 (1-25-61)—Good counter intelligence war meller for the program
 114 **DAYS OF THRILLS AND LAUGHTER**—COMP-93m.—Produced and written by Robert Youngson—4802 (3-22-61)—Novelty for certain spots
 046 **DESIRE IN THE DUST**—D-102m.—(CS)—Raymond Burr, Martha Hyer—4753 (9-28-60)—Interesting drama of small Southern town
 053 **DESERT ATTACK**—MD-76m.—John Mills, Sylvia Syms—4789 (2-8-61)—Okay English war meller for the program—England
 110 **FERRY TO HONG KONG**—MD-103m.—(CS; DC)—Curt Jurgens, Orson Welles, Sylvia Syms—4789 (2-8-61)—Colorful, well-acted meller
 057 **ESTHER AND THE KING**—D-109m.—(CS; DC)—Joan Collins, Richard Egan—4769 (11-23-60)—Interesting costume drama
 120 **FIERCEST HEART, THE**—MD-91m.—(CS; DC)—Stuart Whitman, Juliet Prowse—4805 (4-5-61)—Programmer has new names to sell
 056 **FLAMING STAR**—101m.—(CS; DC)—Elvis Presley, Barbara Eden—4781 (1-11-61)—Good action entry has Presley draw
 132 **FRANCIS OF ASSISI**—D-105m.—(CS; DC)—Bradford Dillman, Dolores Hart—4838 (7-12-61)—Effective and highly interesting religious drama
 043 **FRECKLES**—D-84m.—(CS; DC)—Martin West, Carol Christenson—4754 (9-28-60)—Okay entry for the program
 039 **GODDESS OF LOVE, THE**—MD-88m.—(CS; DC)—Belinda Lee, Jacques Sernas—4765 (11-9-60)—Mediocre fare for the dualers—(English dialogue; made in Italy)
 036 **HIGH TIME**—C-103m.—(CS; DC)—Bing Crosby, Fabian, Tuesday Weld—4754 (9-28-60)—Cute comedy
 037 **LEGIONS OF THE NILE**—MD-91m.—(CS; DC)—Linda Cristal, Ettore Manni—4766 (11-9-60)—Acceptable for the program—(Dubbed in English; made in Italy)
 102 **LITTLE SHEPHERD OF KINGDOM COME, THE**—108m.—(CS; DC)—Jimmie Rodgers, Luana Patten—4782 (1-11-61)—Entertaining, heart-warming family story
 113 **LONG ROPE, THE**—W-61m.—(CS)—Hugh Marlowe, Lisa Montell—4790 (2-8-61)—Program western
MARINES, LET'S GO—C-104m.—(CS; DC)—Tom Tyron, David Hedison, Linda Hutchins—4846 (8-9-61)—Mediocre war comedy
 101 **MARRIAGE-GO-ROUND, THE**—C-98m.—(CS; DC)—Susan Hayward, James Mason, Julie Newmar—4774 (12-7-60)—Cute and amusing man's comedy
 131 **MISTY**—D-92m.—(CS; DC)—David Ladd, Pam Smith, Phantom, the horse—4834 (6-28-61)—Good entry for family trade and youngsters
 104 **MILLIONAIRESS, THE**—C-90m.—(CS; DC)—Sophia Loren, Peter Sellers, Alastair Sim—4787 (1-25-61)—Success depends on name power

Fanny..... A2 WB
 Fast Set, The..... For.
 Fate Of A Man..... A3 For.
 Ferry To Hong Kong..... A2 Fox
 Fever In The Blood, A..... A3 WB
 Fiercest Heart, The..... A2 Fox
 •Five Finger Exercise..... Col.
 Five Golden Hours..... A3 Col.
 Five Guns To Tombstone..... A1 UA
 Flaming Star..... A1 Fox
 •Flower Drum Song..... U-I
 Follow A Star..... For.
 For Members Only..... For.
 •Four Horsemen Of The Apocalypse..... MGM
 Foxhole In Cairo..... B Par.
 Frantic..... A2 For.
 Freckles..... A1 Fox
 French Mistress, A..... A3 For.
 •Freud..... U-I
 Francis Of Assisi..... A1 Fox
 Frontier Uprising..... A1 UA
 •Fury Of The Barbarians..... Col.

G

Gambler Wore A Gun, The..... A1 UA
 General Della Rovere..... A2 For.
 •George Raft Story, The..... AA
 •Geronimo..... UA
 Gidget Goes Hawaiian..... A2 Col.
 G. I. Blues..... B Par.
 •Girl Named Tamiko, A..... Par.
 Girl In Room 13..... B Misc.
 •Girl On The Boat, The..... UA
 Girl Of The Night..... SP WB
 Go Naked In The World..... B MGM
 Goddess Of Love, The..... B Fox
 Gold Of The Seven Saints..... A2 WB
 Goliath and the Dragon..... A2 A-I
 Gone With The Wind—RE..... B MGM
 Good Girls Beware..... For.
 Goodbye Again..... B UA
 Gorgo..... A1 MGM
 Grass Is Greener, The..... A3 U-I
 Great Imposter, The..... A2 U-I
 Great War, The..... For.
 Green Helmet, The..... A1 MGM
 Greyfriars Bobby..... Misc.
 Gun Fight..... A1 UA
 Guns Of The Navarone, The..... A1 Col.

H

Hand, The..... A2 A-I
 Hand In Hand..... A1 Col.
 •Hatarl..... Par.
 Heaven On Earth..... A1 For.
 Hell Is A City..... A3 Col.
 •Hell Is For Heroes..... Par.
 •Hellions..... Col.
 Herod, The Great..... B AA
 Heroes Die Young..... A3 AA
 Hideous Sun Demon, The..... Misc.
 High Time..... A1 Fox
 Hippodrome..... For.
 •Hitler..... AA
 Home Is The Hero..... A2 For.
 Homicidal..... A2 Col.
 Honeymoon Machine..... A1 MGM
 Hoodlum Priest, The..... A2 UA
 •Horizontal Lieutenant, The..... MGM
 Horse With The Flying Tail, The..... Misc.
 House Of Fright..... B A-I
 •House Of Women..... WB
 •How The West Was Won..... MGM
 •Hustler, The..... Fox

I

I Am At The Stars..... A2 Col.
 •I Thank A Fool..... MGM
 •Innocents, The..... Fox
 •Inspector, The..... Fox
 Invasion Quartet..... A1 MGM
 •Iron Men, The..... Par.
 It Happened In Broad Daylight..... For.
 •It Happened In Athens..... Fox

J

Jazz Boat... B Col.
Joker, The... B For.
Journey To The Lost City... A2 A-1
Journey To The Seventh Planet... A-1

K

Key Witness... A3 MGM
King Of Kings, The... SP MGM
King Of The Roaring '20's... A3 AA
Konga... A2 A-1

L

Lad: A Dog... WB
Ladlee' Man... A1 Par.
La Dolce Vita... SP For.
Lady L... MGM
Land We Love, The... UA
Lost Hero, The... U-1
Last Sunset, The... B U-1
Last Time I Saw Archie, The... A2 UA
Last Woman On Earth, The... Misc. Col.
Lawrence Of Arabia... Col.
League Of Gentlemen, The... A3 For.
Leda... B For.
Left, Right and Center... A1 For.
Legions Of The Nile... B Fox
Let No Man Write My Epitaph... A3 Col.
Light In The Piazza, The... MGM
Lion Of Sparta... Fox
Little Angel... A1 For.
Little Shepherd of Kingdom...
Come, The... A1 Fox
Little Shop Of Horrors, The... Misc.
Long Rope, The... A2 Fox
Long And The Short And The Tall, The... For.
Longest Day, The... Fox
Look In Any Window... B AA
Loss Of Innocence... A3 Col.
Lost Battalion, The... A-1
Love And The Frenchwoman... B For.
Love In A Goldfish Bowl... B Par.
Love Specialist, The... For.
Love Game, The... C For.
Lover Come Back... U-1
Loves Of Salammbo, The... Fox

M

Ma Barker's Killer Brood... Misc. Col.
Mad Dog Coll... B
Madison Avenue... Fox
Magdalena... C For.
Maglo Boy, The... A1 MGM
Magnificent Seven, The... A2 UA
Majority Of One, A... WB
Make Mine Mink... A3 For.
Man In The Moon... A2 For.
Man-Trap... B Par.
Man Who Shot Liberty Valance, The... Par.
Marie Octobre... A2 For.
Marriage-Go-Round... B Fox
Marines Lets Go... B Fox
Mary Had A Little... B UA
Mask, The... WB
Master of the World... A1 A-1
Matter Of Morals, A... B UA
Mein Kampf... A2 Col.
Merrill's Marauders... WB
Midnight Lace... A2 U-1
Mighty Crusaders, The... A1 For.
Millionaire, The... B Fox
Minotaur, The... B UA
Misfits, The... B UA
Misty... A1 Fox
Modigliani Of Montparnasse... For.
Monster Of The Pledras Blancas, The... Misc.
Morals Squad... Misc.
Morgan The Pirate... B MGM
Most Dangerous Man Alive, The... B Col.
Music Man, The... W
Murder, She Said... MGM
Mutineers, The... Col.
Mutiny On The Bounty... MGM
My Geisha... Par.
Mysterious Island... A1 Col.

N

Naked Edge, The... A2 UA
Naked Jungle, The-RE... A2 Par.
Natchez Trace... Misc.
Neapolitan Carousel... For.
Never On Sunday... C For.
Nightfighters, The... A2 UA
Nikki, Wild Dog Of The North... A1 Misc.
Ninth Circle, The... For.
North To Alaska... A3 Fox
Notorious Landlady... Col.

O

Okefenokee... Misc.
Oldest Confession, The... AU
Ole Rex... A1 U-1
On The Double... A1 Par.

051 NORTH TO ALASKA-G-122m.-(CS; DC)-John Wayne, Capucine, Fabian-4766 (11-9-60)-Comedy has angles
121 RACERS, THE-MD-112m.-(CS; DC)-Kirk Douglas, Bella Darvi-4846 (8-9-61)-Entertaining auto racing entry-Reissue
126 RETURN TO PEYTON PLACE-L-122m.-(CS; DC)-Carol Lynley, Jeff Chandler, Eleanor Parker-4814 (5-3-61)-Sequel should prove popular
127 RIGHT APPROACH, THE-CD-92m.-(CS)-Frankie Vaughan, Martha Hyer-4814 (5-3-61)-Modern youth opus misses
115 SANCTUARY-D-90m.-(CS)-Lee Remick, Yves Montand-4794 (2-22-61)-Off-beat look at life and love in the south
047 SECRET OF THE PURPLE REEF, THE-MD-80m.-(CS; DC)-Jeff Richards, Margia Dean-4762 (10-26-60)-Average programmer
044 SQUAD CAR-MD-61m.-Vicl Raaf, Paul Bryar-4787 (1-25-61)-For the lower half
025 SEPTEMBER STORM-MD-99m.-(Stereovision; CS; DC)-Joanne Dru, Mark Stevens-4758 (10-12-60)-Entertaining entry in 3-D process
116 SNIPER'S RIDGE-MD-61m.-(CS)-Jack Ging, Stanley Clements-4790 (2-8-61)-Fair war programmer
130 SNOW WHITE AND THE THREE STOOGES-C-107m.-(CS; DC)-Carol Hoiss, 3 Stooges-4825 (5-31-61)-Attractive entry for families and children in particular
050 TESS OF THE STORM COUNTRY-D-84m.-(CS; DC)-Diane Baker, Jack Ging-4790 (2-8-61)-Interesting version of classic
117 TRAPP FAMILY, THE-D-106m.-(DC)-Ruth Leuwerik, Hans Holt-4797 (3-8-61)-Family yarn good for the program-German made; dubbed in English
125 UPSTAIRS AND DOWNSTAIRS-C-100m.-(DC)-Mylene Demongeot, Michael Crag-4777 (12-21-60)-Cute comedy-English
133 VOYAGE TO THE BOTTOM OF THE SEA-MD-107m.-(CS; DC)-Walter Pidgeon, Joan Fontaine-4834 (6-28-61)-Moderate day science fiction should do okay
042 WALK TALL-W-60m.-(CS; DC)-Willard Parker, Joyce Meadows-4762 (10-26-60)-Lower half filler
129 WILD IN THE COUNTRY-D-114m.-(CS; DC)-Elvis Presley, Hope Lange-4830 (6-14-61)-Well-made dramatic story has raw-ley for draw
054 WIZARD OF BAGHDAD, THE-C-93m.-(CS; DC)-Dich Shawn, Diane Baker-4777 (12-21-60)-Amusing programmer

COMING FEATURES IN ORDER OF RELEASE

Sept. HUSTLER, THE-Paul Newman, Jackie Gleason, Piper Laurie
Sept. INNOCENTS, THE-(CS)-Deborah Kerr, Michael Redgrave
Oct. BACHELOR FLAT-(C; CS)-Celeste Holm, Tuesday Weld
Oct. SECOND TIME AROUND, THE-(CS; DC)-Debbie Reynolds, Andy Griffith

COMING

CLEOPATRA-(Todd-AO; C)-Elizabeth Taylor, Richard Burton, Rex Harrison
COMMANCHEROS, THE-(C; CS)-John Wayne, Ina Ballin, Stuart Whitman
DOUBLE TROUBLE-(CS; DC)-Tommy Noonan, Pete Marshall
INSPECTOR, THE-(CS; DC)-Stephen Boyd, Dolores Hart
IT HAPPENED IN ATHENS-(CS; C)-Jayne Mansfield, Nico Minardos
LION OF SPARTA-(CS; C)-Richard Egan, Diane Baker
LONGEST DAY, THE-(CS; DC)-William Holden, Richard Todd, Peter Lawford
LOVES OF SALAMMBO, THE-(DC)-Jeanne Valerie, Jacques Sernas
MADISON AVENUE-(CS)-Dana Andrews, Eleanor Parker
PIRATES OF TORTUGA-(CS; DC)-Ken Scott, Leticia Roman
QUEEN'S GUARD, THE-(CS; DC)-Raymond Massey, Robert Stevens-England
SATAN NEVER SLEEPS-(CS; C)-William Holden, France Nuyen, Clifton Webb
SILENT CALL, THE-Roger Mobley, Pete, The Dog.
STATE FAIR-(CS; DC)-Pat Boone, Alice Faye, Bobby Darin
SWINGING ALONG-(CS; DC)-Tommy Noonan, Pete Marshall
20,000 EYES-Gene Nelson, Merry Anders, James Brown
TENDER IS THE NIGHT-(CS; DC)-Jennifer Jones, Jason Robards, Jr., Joan Fontaine

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6028 ALAMO, THE-D-161m.-(Tedd-AC; TC)-John Wayne, Linda Cristal-4762 (10-26-60)-High rating, powerful historical dram-Batjac
6119 BY LOVE POSSESSED-D-115m.-(DC)-Lana Turner, Efrem Zimbalist, Jr.-4830 (6-14-61)-High rating drama has marquee power-Mirisch
6111 DOCTOR BLOOD'S COFFIN-D-92m.-(C)-Kiernon Moore, Hazel Court-4834 (6-28-61)-Horror drama for program-English-Caralan
6101 EXODUS-MD-213m.-(Super Panavision 70; TC)-Paul Newman, Eva Marie Saint-4778 (12-21-60)-High rating-Preminger
6104 FACTS OF LIFE, THE-C-103m.-Bob Hope, Lucille Ball-4771 (11-23-60)-Bright, adult comedy has potent name power-H-L-P
6102 FIVE GUNS TO TOMBSTONE-W-71m.-James Brown, Della Sherman-4790 (2-8-61)-Average western-Zenith
6103 FRONTIER UPRISING-W-68m.-James Davis, Nancy Hadley-4790 (2-8-61)-Cowboys, Indians, Mexicans and the U.S. Cavalry ride again-Zenith
6109 GAMBLER WORE A GUN, THE-W-66m.-James Davis, Merry Anders-4810 (4-19-61)-Average western for action spots-Zenith
GOODBYE AGAIN-D-120m.-Ingrid Bergman, Yves Montand, Anthony Perkins-4838 (7-12-61)-Romance has lots to offer-Argus
6113 GUN FIGHT-W-68m.-James Brown, Joan Staley-4834 (6-28-61)-Lower half filler-Zenith
6107 HOODLUM PRIEST, THE-D-101m.-Don Murray, Larry Gates-4794 (2-22-61)-High rating drama-Murray-Wood
6118 LAST TIME I SAW ARCHIE, THE-C-98m.-Robert Mitchum, Martha Hyer-4827 (5-31-61)-Humorous and entertaining tale of G. I.'s in training-Mark VII, Ltd.
6027 MAGNIFICENT SEVEN, THE-D-126m.-(Panavision; DC)-Yul Brynner, Eli Wallach-4758 (10-12-60)-Quality action entry-Mirisch
MARY HAD A LITTLE-C-79m.-Agnes Laurent, Jack Watling-4841 (7-26-61)-Mediocre comedy for lower half-English
MATTER OF MORALS, A-D-90j.-Maj-Britt Nilsson, Patrick O'Neal-4831 (6-14-61)-Interesting drama-Filmed in Sweden
6115 MINOTAUR, THE-MD-92m.-(TC; Totalscope)-Bob Mathias, Rosanna Schiaffino-4814 (5-3-61)-Another Italian spectacle for the program-Italian-made; English dialogue
6105 MISFITS, THE-D-124m.-Clark Gable, Marilyn Monroe-4790 (2-8-61)-Unusual, absorbing and adult entry-Seven Arts
6120 NAKED EDGE, THE-D-99m.-Gary Cooper, Deborah Kerr-4838 (7-12-61)-Has interest and angles-Pennebaker-Baroda-English
6025 NIGHT FIGHTERS, THE-MD-88m.-Robert Mitchum, Anne Heywood-4750 (9-14-60)-Irish revolt programmer-Made in Ireland-D.R.M.-Stross
6106 OPERATION BOTTLENECK-MD-78m.-Ron Foster, Miiko Taka-4794 (2-22-61)-Lower half war meller-Zenith
6029 POLICE DOG STORY, THE-MD-61m.-James Brown, Merry Anders-4791 (2-8-61)-Family-type meller for duallers-Zenith
6117 REVOLT OF THE SLAVES, THE-D-99m.-(TotalScope; EC)-Rhonda Fleming, Lang Jeffries-4831 (6-14-61)-Lots of action in another Italian-made spectacle-Italian-made; dubbed in English-Moffa
6112 SNAKE WOMAN, THE-D-68m.-John McCarthy, Susan Travers-4819 (5-17-61)-Horror item for lower half-English made
6123 THREE ON A SPREE-C-83m.-Jack Watling, Carole Lesley-4866 (9-13-61)-Mediocre comedy-Caralan-English-made
TEENAGE MILLIONAIRE-MUC-84m.-Jimmy Clanton, Rocky Graziano, Zasu Pitts-4849 (8-23-61)-Rock 'n' roll entry mainly for teens (Partly color)
6116 WHEN THE CLOCK STRIKES-D-72m.-James Brown, Merry Anders-4835 (6-28-61)-Lower half filler
YOUNG DOCTORS, THE-D-100m.-Frederic March, Ben Gazzara, Ina Balin-4850 (8-23-61)-Interesting drama of hospital lives and loves-Drexel-Miller-Turman
6122 YOU HAVE TO RUN FAST-MD-71m.-Craig Hill, Elaine Edwards-4850 (8-23-61)-Lower half dualler-Harvard
6114 YOUNG SAVAGES, THE-D-100m.-Burt Lancaster, Dina Merrill, Shelly Winters-4814 (5-3-61)-Serious, fascinating probe of juvenile delinquency-Contemporary

COMING FEATURES IN ORDER OF RELEASE

July THE CAT BURGLAR-Jack Hogan, June Kenney
Aug. BOY WHO CAUGHT A CROOK-Wanda Hendrix, Don Beddoe, Roger Mobley-Harvard
Oct. SECRET OF DEEP HARBOR, THE-Ron Foster, Merry Anders
Oct. TOWN WITHOUT PITY-Kirk Douglas

COMING

BIRD MAN OF ALCATRAZ, THE-Burt Lancaster, Karl Malden, Thelma Ritter
CHILDREN'S HOUR, THE-Audrey Hepburn, Shirley MacLaine, James Garner-Mirisch
GIRL ON THE BOAT, THE-Norman Wisdom, Millicent Martin (Knightsbridge)
EXPLOSIVE GENERATION, THE-William Shatner, Patty McCormack-Vega
GERONIMO-(TC)-Chuck Connors
LAND WE LOVE, THE-(C; Panavision)-James Mason, Kate Manx, Neville Brand-Daystar
OLDEST CONFESSION, THE-Rex Harrison, Rita Hayworth
PARIS BLUES-Paul Newman, Joanne Woodward-Pennebaker
PHAEDRA-Melina Mercouri, Tony Perkins, Raf Vallone-(Dassin)
PIONEER, GO HOME-Elvis Presley, Arthur O'Connell, Joanna Moore-Mirisch
POCKETFUL OF MIRACLES-Glenn Ford, Bette Davis, Hope Lange-Capra
ROAD TO HONG KONG, THE-Bob Hope, Bing Crosby, Joan Collins, Dorothy Lamour
SERGEANTS 3-(TC; Panavision)-Frank Sinatra, Ruta Lee, Dean Martin-Essex
SOMETHING WILD-Carroll Baker, Ralph Meeker-Prometheus
SPIDER'S WEB, THE-(TC)-Glynis Johns, John Justin-Danziger
ST. GEORGE AND THE 7 CURSES-(Super-Percepto-Vision)-Basil Rathbone-Gordon
VALIANT, THE-John Mills, Ettore Manni-B. H. P.
VIRGINS OF ROME, THE-Louis Jordan, Sylvia Simms
X15, THE-Charles Bronson, Brad Dexter
WAR HUNT-John Saxon
WEST SIDE STORY-(Panavision 70; EC)-Natalie Wood, Richard Beymer-Mirisch

UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6120 **BLAST OF SILENCE**—MD-77m.—Allen Baron, Molly McCarthy—4810 (4-19-61)—Better program entry
- 6121 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee—4835 (6-28-61)—Highly enjoyable comedy
- 6116 **CURSE OF THE WEREWOLF, THE**—91m.—(EC)—Clifford Evans, Yvonne Romain—4820 (5-17-61)—Horror import should get attention—English
- 6103 **GRASS IS GREENER, THE**—C-105m.—(TC; Technirama)—Cary Grant, Deborah Kerr—4775 (12-7-60)—Sophisticated, adult comedy headed for big business
- 6104 **GREAT IMPOSTOR, THE**—CD-112m.—Tony Curtis, Joan Blackman—4771 (11-23-60)—Highly entertaining entry
- 6117 **LAST SUNSET, THE**—D-112m.—(EC)—Rock Hudson, Kirk Douglas, Dorothy Malone—4827 (5-31-61)—Western has angles to put it across in fine fashion
- 6101 **MIDNIGHT LACE**—D-108m.—(EC)—Doris Day, Rex Harrison—4763 (10-26-60)—Lush, name-filled suspense drama looks like box-office winner
- 6114 **OLE REX**—D-40m.—(EC)—Rex, Billy Hughes—4802 (3-22-61)—Good featurette programmer
- 6113 **PHARAOH'S WOMAN, THE**—D-88m.—(EC; TechniScope)—John Drew Barrymore, Linda Cristal—4815 (5-3-61)—Fair programmer—Italian-made, dubbed in English
- 6112 **POSSE FROM HELL**—W-89m.—(EC)—Audie Murphy, Zohra Lampert—4802 (3-22-61)—Good western
- 6102 **PRIVATE LIVES OF ADAM AND EVE, THE**—C-87m.—(Part color)—Mickey Rooney, Mamie VanDoren—4831 (6-14-61)—Tasteless comedy strictly for exploitation spots
- 6106 **ROMANOFF AND JULIET**—C-103m.—(TC)—Peter Ustinov, Sandra Dee—4820 (5-17-61)—Humorous comedy is well made—Filmed abroad
- SERGEANT WAS A LADY, THE**—C-72m.—Martin West, Venetia Stevenson—4866 (9-13-61)—Fair comedy for the program
- 6109 **SECRET WAYS, THE**—D-112m.—Richard Widmark, Sonja Ziemann—4802 (3-22-61)—Taut espionage thriller should please—Made in Europe
- 6020 **SEVEN WAYS FROM SUNDOWN**—W-86m.—(EC)—Audie Murphy, Venetia Stevenson—4758 (10-12-60)—Very good western
- 6116 **SHADOW OF THE CAT, THE**—MD-79m.—Andre Morell, Barbara Shelley—4820 (5-17-61)—Good horror item—English
- 6105 **SHAKEDOWN, THE**—MD-91m.—Terence Morgan, Hazel Court—4847 (8-9-61)—Lower half meller—English
- 6070 **SPARTACUS**—D-189m.—(Super Technirama 70; TC)—Kirk Douglas, Laurence Olivier, Jean Simmons—4759 (10-12-60)—High-rating epic ranks with the best
- 6119 **TAMMY TELL ME TRUE**—CD-97m.—(EC)—Sandra Dee, John Gavin—4835 (6-28-61)—Warm yarn has appeal for youngsters and family trade
- 6110 **TOMBOY AND THE CHAMP**—D-92m.—(EC)—Candy Moore, Ben Johnson—4791 (2-8-61)—Good family programmer
- 6118 **TROUBLE IN THE SKY**—D-76m.—Michael Craig, Elizabeth Seal—4835 (6-28-61)—Okay programmer—English
- 6111 **WINGS OF CHANCE**—MD-76m.—(EC)—Jim Brown, Frances Rafferty—4798 (3-8-61)—Okay programmer

COMING FEATURES IN ORDER OF RELEASE

- Nov. **BACK STREET**—(C)—Susan Hayward, John Gavin, Vera Miles
- Nov. **SERGEANT WAS A LADY, THE**—Martin West, Venetia Stevenson

COMING

- CAPE FEAR**—Gregory Peck, Polly Bergen
- FLOWER DRUM SONG**—(C) (Panavision)—Nancy Kwan, James Shigeta
- FREUD**—Montgomery Clift, Susannah York
- LAST HERO**—(Panavision)—Kirk Douglas, Gena Rowlands
- LOVER COME BACK**—(C)—Rock Hudson, Doris Day, Tony Randall
- OUTSIDER, THE**—Tony Curtis, Miriam Colon
- SIX BLACK HORSES**—(C)—Audie Murphy, Joan O'Brien
- SPIRAL ROAD, THE**—(C) (Panavision)—Rock Hudson, Burl Ives, Gena Rowlands
- TOUCH OF MINK**—(C; Panavision)—Cary Grant, Doris Day
- UGLY AMERICAN**—(C)—Marlon Brando, Eiji Okada

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

- 014 **BIMBO THE GREAT**—MD-93m.—(EC; CircusScope)—Charles Holm, Maryanne Shields—4815 (5-3-61)—Circus film has angles—German-made; dubbed in English
- 155 **CLADELLE INGLISH**—D-99m.—Diane McBain, Arthur Kennedy—4866 (9-13-61)—Moderately interesting drama of backwoods bad girl
- 005 **DARK AT THE TOP OF THE STAIRS, THE**—D-123m.—(TC)—Robert Preston, Dorothy McGuire—4754 (9-28-60)—Well-made interesting adult entry
- 013 **FABULOUS WORLD OF JULES VERNE, THE**—SFD-84m.—(Mystimation)—Louis Locke, Ernest Revere, Jane Zale—4815 (5-3-61)—Interesting science fiction entry—Filmed abroad
- 016 **FANNY**—D-133m.—(TC)—Leslie Caron, Maurice Chevalier, Charles Boyer—4835 (6-28-61)—Excellent
- 008 **FEVER IN THE BLOOD, A**—D-117m.—Ethem Zimbalist, Jr., Angie Dickinson—4787 (1-25-61)—Interesting dramatic fare on world of politics
- 004 **GIRL OF THE NIGHT**—D-99m.—Anne Francis, Lloyd Nolan—4759 (10-12-60)—Exploitable clinical study of a prostitute—for adults only
- 009 **GOLD OF THE SEVEN SAINTS**—MD-88m.—(WarnerScope)—Clint Walker, Letitia Roman—4791 (2-8-61)—Good outdoor action entry
- 015 **PARRISH**—D-140m.—(TC)—Troy Donahue, Claudette Colbert—4798 (3-8-61)—Interesting drama, particularly for the gals
- 011 **PORTRAIT OF A MOBSTER**—MD-108m.—Vic Morrow, Leslie Parrish—4803 (3-22-61)—Good gangster yarn for action spots
- 003 **SINS OF RACHEL CADE, THE**—D-123m.—(TC)—Angie Dickinson, Peter Finch—4798 (3-8-61)—Highly interesting drama with "Congo" background
- 154 **SPLENDOR IN THE GRASS**—D-124m.—(TC)—Natalie Wood, Warren Beatty—4866 (9-13-61)—High rating drama on provocative theme
- 012 **STEEL CLAW, THE**—MD-96m.—(TC)—George Montgomery, Charita Luna—4820 (5-17-61)—Good programmer
- 007 **SUNDOWNERS, THE**—D-133m.—(TC)—Deborah Kerr, Robert Mitchum—4766 (11-9-60)—Highly interesting drama
- 002 **SUNRISE AT CAMPOBELLO**—BIO D-143m.—(TC)—Ralph Bellamy, Greer Garson—4754 (9-28-60)—Quality picturization of hit stage play
- 010 **WHITE WARRIOR, THE**—MD-86m.—(TC; DYALI-SCOPE)—Steve Reeves, Georgia Moll—4791 (2-8-61)—Okay action spectacle for the program—Italian-made; dubbed in English
- 151 **WORLD BY NIGHT**—NOV.-103m.—(TC; TR)—Vaudeville—4850 (8-23-61)—Good variety show for the program

COMING

- Nov. **MASK, THE**—(Depth-Dimension)—Paul Stevens, Claudette Nevins
- Nov. **SUSAN SLADE**—(TC)—Troy Donahue, Connie Stevens, Dorothy McGuire

COMING FEATURES IN ORDER OF RELEASE

- COUCH, THE**—Grant Williams, Shirley Knight
- HOUSE OF WOMEN**—Shirley Knight, Andrew Duggan
- LAD: A DOG**—(TC)—Peggy McCay, Peter Breck
- MAJORITY OF ONE, A**—(TC)—Rosalind Russell, Alec Guinness
- MERRILL'S MARAUDERS**—(TC)—Jeff Chandler, Ty Hardin
- MUSIC MAN, THE**—(TC)—Robert Preston, Shirley Jones
- ROMAN SPRING OF MRS. STONE, THE**—(C)—Vivien Leigh, Warren Beatty
- SAMAR**—(TC)—George Montgomery, Ziva Rodann
- SINGER NOT THE SONG**—(CS; C)—Dirk Bogarde, John Mills, Mylene Demongeot—England

MISCELLANEOUS

DISTRIBUTED DURING THE PAST 12 MONTHS

- ABSENT MINDED PROFESSOR, THE**—C-97m.—Fred MacMurray, Nancy Olson—4794 (2-22-61)—Very funny entry for every one—Buena Vista
- AFTER MEIN KAMPF**—DOC-74m.—Written and directed by Ralph Porter—4847 (8-9-61)—Semi-documentary on Hitler and associates has angles and interest—Brenner
- ATLAS**—MD-84m.—(EC; Vistascope)—Michael Forrest, Barboura Morris—4820 (5-17-61)—Spectacle programmer for action spots—Filmgroup
- BUFFALO GUN**—W-72m.—Marty Robbins, Mary Ellen Kay—4841 (7-26-61)—Mediocre western entry—Globe
- CAREER GIRLS ON A NAKED HOLIDAY**—NOV.-65m.—Zelda Suplee—4798 (3-8-61)—Another nudist colony exposition—Brenner
- CODE OF SILENCE**—MD-75m.—Terry Becker, Elisa Loti—4775 (12-7-60)—Lower half meller Sterling World Dist.
- COLD WIND IN AUGUST, A**—D-80m.—Lola Albright, Scott Marlowe—4782 (1-11-61)—Sizzler for adults only—Aldart
- CROWNING EXPERIENCE, THE**—D-102m.—(TC)—Muriel Smith, Louis Byles—4775 (12-7-60)—Has angles and appeal—Moral Re-Arment
- DEAD ONE, THE**—MD-70m.—(UltraScope; EC)—Linda Ormond, John Mackay—4795 (2-22-61)—Mild horror entry for duallers—Mardi Gras
- DEADLY COMPANIONS, THE**—D-90m.—(Panavision; C)—Maureen O'Hara, Brian Keith, Steve Cochran—4831 (6-14-61)—Engrossing western hits the mark—Pathe-America
- ESCAPE FROM TERROR**—MD-70m.—(EC)—Jackie Coogan, Mona Knox—4822 (5-17-61)—Strictly for the duallers—Made in Denmark—Budd Rogers
- GIRL IN ROOM 13**—MD-79m.—(EC)—Brian Donlevy, Andrea Bayard—4803 (3-22-61)—Okay mailer for duallers—Made in Brazil—Astor
- GREYFRIARS BOBBY**—D-91m.—(TC)—Alex Mackenzie, Laurence Nalmsmith—4850 (8-23-61)—Interesting tale of a dog—Filmed in Scotland—Buena Vista
- HIDEOUS SUN DEMON, THE**—MD-74m.—Robert Clarke, Patricia Manning—4798 (3-8-61)—Science fiction horror for lower half—Pacific Int.
- HORSE WITH THE FLYING TAIL, THE**—DOC-48m.—(TC)—Nautical—4806 (4-5-61)—Okay novelty featurette, especially for horse lovers—Buena Vista

- One-Eyed Jacks..... A3 Misc.
- One Hundred And One Dalmatians A11 Misc.
- One Plus One..... Misc.
- Operation Bottleneck..... A2 UA
- Operation Camel..... A1 A-
- Operation Elchmann..... A3 AA
- Ostrich Has Two Eggs, The..... For.
- Outsider, The..... U-I

P

- Parent Trap, The..... A1 Misc.
- Paris Blues..... UA
- Parrish..... B WB
- Passport To China..... A1 Col.
- Pepe..... A1 Col.
- Phaedra..... UA
- Pharaoh's Woman..... B U-I
- Picnic—RE..... B Col.
- Picnic On The Grass..... For.
- Pioneer, Go Home..... UA
- Pirates Of Tortuga..... Fox
- Pit And The Pendulum, The..... A2 A-I
- Play It Cool..... Col.
- Pleaso Turn Over..... A3 Col.
- Pleasure Of His Company, The..... A2 Par.
- Plunderers, The..... A3 AA
- Pocketful Of Miracles..... UA
- Police Dog Story..... A1 UA
- Portrait Of A Mobster..... B WB
- Portrait Of A Sinner..... B1 AI
- Posse From Hell..... A2 U-I
- Prime Time, The..... B Misc.
- Primitive Paradise..... Misc.
- Private Lives of Adam and Eve, The..... B U-I
- Professionals, The..... AI

Q

- Queen's Guard, The..... Fox
- Queen of the Pirates..... A1 Col.

R

- Racers, The—RE..... B Fox
- Raisin In The Sun, A..... A2 Col.
- Raymie..... A1 AA
- Reptilius..... A-I
- Rest Is Silence, The..... For.
- Return To Peyton Place..... A3 Fox
- Revolt of the Slaves..... B UA
- Right Approach, The..... B Fox
- Ring Of Fire..... A3 MGM
- Ritual Of Love..... For.
- Road To Hong Kong, The..... UA
- Rocco And His Brothers..... A3 For.
- Rocket Attack, U. S. A..... A3 Misc.
- Roman Spring Of Mrs. Stone, The..... UA
- Romanoff And Juliet..... A1 U-I
- Royal Ballet, The..... For.
- Rue De Paris..... A3 For.

S

- St. George And The 7 Curses..... UA
- Samar..... WB
- Sanctuary..... B Fox
- Sand Castle, The..... Misc.
- Santa Claus..... A1 For.
- Sardonicus..... Col.
- Satan Never Sleeps..... Fox
- Saturday Night And Sunday Morning..... C For.
- Savage Innocents..... A3 Par.
- Scream Of Fear..... A2 Col.
- Second Time Around, The..... Fox
- Secret Of Monte Cristo, The..... A1 MGM
- Secret of the Purple Reef..... A2 Fox
- Sergeant Was A Lady..... U-I
- Secrets Of Women..... For.
- Secret Of Deep Harbor, The..... UA
- Secret Partner, The..... A2 MGM
- Secret Ways, The..... A2 U-I
- September Storm..... B Fox
- Serengeti Shall Not Die..... A1 AA
- Sergeant Was A Lady, The..... U-I
- Sergeants 3..... UA
- Seven Ways From Sundown..... A2 U-I
- Six Kittens Go To College..... B AA
- Shadow Of The Cat..... A2 U-I
- Shadows..... Miss
- Shakedown, The..... B U-I
- Shangri-La..... Misc.
- Silent Call, The..... A1 Fox
- Sin and Desire..... For.
- Sin of Rachel Cade, The..... A3 WB
- Singer Not The Song, The..... WB
- Six Black Horses..... U-I
- Snake Woman..... A1 UA
- Sniper's Ridge..... A2 Fox
- Snow White And The 3 Stooges... A1 Fox
- Solid Gold Cadillac, The—RE... A2 Col.
- Something Wild..... UA
- Spartacus..... A3 U-I
- Spessart Inn, The..... For.
- Spiral Road, The..... U-I
- Splendor In The Grass..... B WB
- Spider's Web, The..... UA
- Squad Car..... B Fox
- State Fair..... Fox
- Steel Claw, The..... A2 WB
- Stop Me Before I Kill..... A3 Col.
- Summer and Smoke..... A3 Par.
- Sundowners, The..... A2 WB
- Sun Lovers Holiday..... Mis.
- Sunrise at Campobello..... A2 WB
- Surprise Package..... B Col.
- Susan Slade..... A3 WB
- Sweet Bird Of Youth..... MGM
- Swinging Along..... Fox
- Swiss Family Robinson..... A1 Misc.
- Sword of Sherwood Forest..... A1 Col.
- Swordsman Of Sienna..... MGM

T

Tammy Tells Me True..... A1 U-I
 Tartars, The..... MGM
 Teacher And The Miracle, The... A1 For.
 Teen-Age Millionaire, The..... A1 UA
 Ten Who Dared..... A1 Misc.
 Tender Is The Night..... Fox
 Terror Of The Tongues..... B Col.
 Tess o the Storm Country..... A2 Fox
 They Were Ten..... For.
 Thief Of Baghdad, The..... A1 MGM
 Three Blondes In His Life..... Misc.
 Three On A Spree..... A3 UA
 3 Stooges Meet Hercules, The..... Col.
 Three Worlds Of Gulliver..... A1 Col.
 Thunder Of Drums, A..... A3 MGM
 Time Bomb..... A2 AA
 Tomboy And Tho Champ..... A1 U-I
 Too Late Blues..... Par.
 Tormented, The..... A2 AA
 Touch Of Mink..... U-I
 Town Without Pity..... UA
 Trapp Family, The..... A1 Fox
 Trouble In The Sky..... A1 U-I
 Trunk, The..... A2 Col.
 Truht, The..... C For.
 Tunes Of Glory..... A3 For.
 Twenty Plus Two..... A2 AA
 20,000 Eyes..... B Fox
 Twinkle And Shine (It Happened To Jane)—RE..... A1 Col.
 Two Loves..... B MGM
 Two Rode Together..... A2 Col.
 Two Way Stretch..... A2 For.
 Two Women..... A3 For.

U

Ugly American, The..... U-I
 Underwater City, The..... Col.
 Underworld, U. S. A..... B Col.
 Unfaithfuls, The..... A3 AA
 Upstairs and Downstairs..... A3 Fox

V

Valiant, The..... UA
 Valley Of The Dragons..... A1 Col.
 Very Private Affair, A..... MGM
 Village Of The Damned, The..... A2 MGM
 Violent Summer, The..... For.
 Virgin Spring, The..... A3 For.
 Virgins Of Rome, The..... UA
 Voyage To The Bottom Of The Sea..... A1 Fox

W

Wackiest Ship In The Army, The.. A1 Col.
 Walk Tall..... A1 Fox
 War Hunt..... UA
 Warrior Empress, The..... B Col.
 Watch Your Stern..... A1 For.
 Weddings and Babies..... Misc.
 West Side Story..... UA
 Weekend With Lulu..... A2 Col.
 When The Clock Strikes..... A1 UA
 Where The Boys Are..... B MGM
 Where The Hot Wind Blows..... B MGM
 White Christmas—RE..... Par.
 White Warrior, The..... A2 WB
 Who's Got The Action..... Par.
 Wild In The Country..... B Fox
 Wild Youth..... Misc.
 Wings Of Chance..... A1 U-I
 Wizard Of Baghdad, The..... A1 Fox
 Wonderful World Of The Brothers Grimm, The..... MGM
 Wonders Of Aladdin, The..... MGM
 World By Night..... B WB
 World Of Suzie Wong, The..... B Par.

X

X15, The..... UA

Y

You Have to Run Fast..... A1 UA
 Young Doctors, The..... A2 UA
 Young Have No Time, The..... A3 For.
 Young Love..... For.
 Young One, The..... A3 Misc.
 Young Savages, The..... A2 UA

LAST WOMAN ON EARTH, THE—MD-71m.—(VistaScope; EC)—Anthony Carbone, Betsy Jones-Moreland—4795 (2-22-61)—mediocre science fiction for duallers.—Filmgroup
 LITTLE SHOP OF HORRORS, THE—MD-70m.—Jonathan Haze, Jackie Joseph—4795 (2-22-61)—Exploitable, but overdone horror satire.—Filmgroup
 MA BARKER'S KILLER BLOOD—MD-81m.—Lurene Tuttle—4772 (11-23-60)—Exploitable gangster meller.—Filmservice Dist.
 MONSTER OF PIEDRAS BLANCAS, THE—MD-72m.—John Harmon, Jeanne Carmen—4782 (1-11-61)—Horror programmer.—Filmservice Dist. Corp.
 MORALS SQUAD—MD-60m.—Bob O'Connell, Beverly Bennett—4775 (12-7-60)—Exploitable vice meller.—Brenner
 NATCHEZ TRACE—MD-80m.—Zachary Scott, Marcia Henderson—4764 (10-26-60)—Okay historical action meller.—Panorama
 NIKKI, WILD DOG OF THE NORTH—MD-74m.—(TC)—Jean Coutu, Nikki, the dog—4831 (6-14-61)—Good action yarn for the program.—Buena Vista
 OKEFENOKEE—MD-76m.—Peter Coe, Peggy Maley—4782 (1-11-61)—Novel locale helps program meller.—Filmservice Dist. Corp
 ONE HUNDRED AND ONE DALMATIANS—CAR-80m.—(TC)—Highly entertaining Disney cartoon feature—4787 (1-25-61)—Buena Vista
 ONE PLUS ONE: EXPLORING THE KINSEY REPORTS—D-115m.—Leo G. Carroll, Hilda Brawner, William Hollister—48672 (9-13-61)—Drama has angles.—Selected
 PARENT TRAP, THE—C-124m.—(TC)—Hayley Mills, Maureen O'Hara, Brian Keith—4822 (5-17-61)—Highly enjoyable fun for all.—Buena Vista
 PRIME TIME, THE—MD-76m.—JoAnn LaCompte, James Brooks—4760 (10-12-60)—Amateurish 'teen-age meller for lower half.—Mid Continent
 PRIMITIVE PARA DISE—DOC-66m.—(C)—Produced and directed by Lewis Cotlow—4842 (7-26-61)—Colorful documentary of New Guinea for the program.—Excelsior
 ROCKET ATTACK, U. S. A.—MD-68m.—Monica Davis, John McKay—4795 (2-22-61)—Lower half filler.—Exploit Films
 SAND CASTLE, THE—D-70m.—(Partly color)—Barry Cardwell, Laurie Cardwell—4867 (9-13-61)—Pleasant entry for program and art spots.—de Rochemont
 SHADOWS—D-87m.—Lelia Goldoni, Ben Carruthers—4806 (4-5-61)—Off-beat entry for art, specialty houses.—Lion International
 SHANGRI-LA—Nov-62m.—(C)—Ordinary nudist stuff for exploitation spots—4847 (8-9-61)—Brenner
 SUN LOVERS HOLIDAY—65m.—(CS; EC)—Slomara and Mario Benvenuti—4776 (12-7-60)—Another nudist colony novelty.—Made In Brazil—English commentary—Astor
 SWISS FAMILY ROBINSON—D-126m.—(TC; Panavision)—John Mills, Dorothy McGuire—4768 (11-9-60)—High rating adventure for family trade.—Buena Vista
 TEN WHO DARED—MD-92m.—(TC)—Brian Keith, John Beal—4756 (9-28-60)—Good adventure yarn.—Buena Vista
 THREE BLONDES IN HIS LIFE—MD-84m.—Jack Mahoney, Greta Thyssen—4803 (3-22-61)—Strictly for the dualiers.—Cinema Associates
 WEDDINGS AND BABIES—D-81m.—Viveca Lindfors, John Myhers—4768 (11-9-60)—For art houses.—Morris Engel
 WILD YOUTH—MD-70m.—Robert Hutton, Carol Ohmart—4760 (10-12-60)—For the lower half.—Cinema Associates
 YOUNG ONE, THE—D-96m.—Zachary Scott, Bernie Hamilton, Key Meersman—4792 (2-8-61)—Interesting drama on sex and the south for adult audiences.—Valiant

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ARGENTINE

END OF INNOCENCE—D-76m.—Elsa Daniel, Lautare Mura—4756 (9-28-60)—Okay for art and specialty spots.—Titles—Kingsley Int.

ENGLISH

ANGRY SILENCE, THE—D-95m.—Richard Attenborough, Pler Angell—4782 (1-11-61)—Well-made import on union activity.—Valiant
 DOUBLE BUNK—C-92m.—Ian Carmichael, Janette Scott—4851 (8-23-61)—Extremely funny situation comedy.—Show Corp. of America
 ENTERTAINER, THE—D-97m.—Sir Laurence Olivier, Brenda de Banzie—4759 (10-12-60)—Off-beat, interesting entry for art and specialty spots.—Continental
 FAST SET, THE—C-84m.—Agnes Laurent, Philippe Nicaud—4810 (4-19-61)—Strictly for the exploitation spots in censor-free areas.—Dubbed in English.—Audubon
 FOLLOW A STAR—C-98m.—Norman Wisdom, June Laverick—4822 (5-17-61)—Slapstick comedy has its moments.—Zenith-Int.
 FOR MEMBERS ONLY—NOV-87m.—(TC)—Brian Cobby, Shelley Martin—4759 (10-12-60)—Sexploitation nudist film for fast buck spots.—Union
 FRENCH MISTRESS, A—C-98m.—Cecil Parker, Agnes Laurent—4782 (1-11-61)—Amusing import.—Films Around The World
 LEAGUE OF GENTLEMEN—D-114m.—Jack Hawkins, Nigel Patrick—4799 (3-8-61)—Highly entertaining entry.—Kingsley Int.
 LEFT, RIGHT AND CENTER—C-95m.—Alastair Sim, Ian Carmichael, Patricia Bredin—4767 (11-9-60)—Good English satirical comedy for art, specialty spots.—BCG
 LONG, AND THE SHORT, AND THE TALL, THE—D-102m.—Richard Todd, Laurence Harvey, Richard Harris—4851 (8-23-61)—Okay English-Jap war meller.—Continental
 MAKE MINE MINK—C-99m.—Terry Thomas, Athene Seyler—4783 (1-11-61)—Mirth-making import.—Continental
 MAN IN THE MOON—C-98m.—Kenneth More, Shirley Ann Field—4839 (7-12-61)—Cute English comedy.—Trans-Lux
 ROYAL BALLET, THE—BALLET-131m.—(EC)—Margot Fonteyn, Michael Somes—4760 (10-12-60)—Exquisite ballet film for art spots.—Lopert
 SATURDAY NIGHT AND SUNDAY MORNING—D-90m.—Albert Finney, Rachel Roberts—4807 (4-5-61)—Highly interesting import.—Continental
 TUNES OF GLORY—106m.—(TC)—Alec Guinness, John Mills, Susannah York—4783 (1-11-61)—High rating drama for discriminating audiences.—Lopert
 TWO WAY STRETCH—C-87m.—Peter Sellers, Irene Handl—4796 (2-22-61)—Cute, amusing comedy.—Show Corporation of America
 WATCH YOUR STERN—C-88m.—Kenneth Connor, Joan Sims—4807 (4-5-61)—Cute comedy import.—Magna Pictures

FILIPINO

CRY FREEDOM—MD-93m.—Pancho Magalone, Rosa Rosal—4815 (5-3-61)—Okay for program dualler, or specialized situations.—Paralel

FINNISH

YOUNG LOVE—D-81m.—Peter Weckstrom, Tea Ista—4784 (1-11-61)—Interesting import for art spots.—Dubbed In English.—Film Representations

FRENCH

BELLES AND BALLET—Ballet-92m.—(EC)—Ballet De L'Etoile of Paris—4778 (12-21-60)—Ballet entry for art spots.—Excelsior
 BREATHLESS—D-89m.—Jean Seberg, Jean-Paul Belmono—4795 (2-22-61)—"New Wave" import is for adults in art spots.—English titles.—Films Around The World
 CHEATERS, THE—D-117m.—Pascale Petit, Andrea Parlay, Jacques Charrier—4842 (7-26-61)—Interesting tale of French teenagers.—English titles.—Continental
 COME DANCE WITH ME—MD-91m.—(EC)—Brigitte Bardot, Henri Vidal—4772 (11-23-60)—Cute BB entry for adults, art and specialty spots.—English titles.—Kingsley-Int.
 COW AND I, THE—C-98m.—Fernandel, Rene Havard—4839 (7-12-61)—Good humorous import.—English titles.—Zenith-Int.
 DEVIL'S COMMANDMENT, THE—MD-73m.—Gianna Maria Canale, Carlo D'Angelo—4778 (12-21-60)—Horror meller passes time.—Dubbed in English.—RCIP
 DOG, A MOUSE AND A SPUTNICK, A—C-85m.—Noel Noel, Denise Grey—4766 (11-9-60)—Fairly amusing comedy.—Dubbed In English.—Films Around The World
 FRANTIC—D-90m.—Jeanne Moreau, Maurice Ronet—4839 (7-12-61)—Interesting psychological import.—English titles.—Times
 GOOD GIRLS BEWARE—MD-76m.—Antonella Luialdi, Robert Hossein—4767 (11-9-60)—Sexy French gangster meller.—Dubbed In English.—Fanfare
 JOKER, THE—C-86m.—Anouk Almee, Jean-Pierre Cassel—4847 (8-9-61)—Fairly amusing bedroom farce for art spots.—English titles.—Lopert
 LEDA—D-101m.—(EC)—Madellne Robinson, Antonella Luialdi, Jacques Dacquimine—4851 (8-23-61)—Fair import.—English titles.—Times
 LOVE AND THE FRENCHWOMAN—COMP.-139m.—Martine Lambert, Annie Sinigalia, Martine Carol—4803 (3-22-61)—Entertaining import for art spots.—Titles and narration.—Kingsley-Int.
 LOVE GAME, THE—D-88m.—Jean-Pierre Cassel, Genevieve Cluny—4767 (11-9-60)—Okay entry for art spots.—English titles.—Films Around The World
 MARIE OCTOBRE—D-98m.—Danielle Darrieux, Bernard Blier—4763 (10-26-60)—Compelling import for art spots.—English titles.—Lopert
 MODIGLIANI OF MONTPARNASSE—D-110m.—Gerard Philipe, Lilli Palmer—4806 (4-5-61)—Okay art house entry.—English titles.—Continental
 OSTRICH HAS TWO EGGS, THE—C-89m.—Pierre Fresnay, Simone Renant—4767 (11-9-60)—Cute comedy for adults at art, specialty spots.—English titles.—Janus
 PICNIC ON THE GRASS—C-91m.—(EC)—Paul Meurise, Catherine Rouvel—4783 (1-11-61)—Amusing import for art spots.—Titles.—Kingsley-Union
 RITUAL OF LOVE—DIC-73m.—(EC)—4766 (9-28-60)—Exploitable anthropological subject for art spots.—English narration.—Pace-maker
 RUE DE PARIS—D-90m.—Jean Gabin, Marie-Jose Nat—4792 (2-8-61)—Good entry for art, specialty spots.—English titles.—Lopert
 SIN AND DESIRE—D-77m.—Francoise Arnoul, Andre LeGall—4763 (10-26-60)—Import not of art house calibre.—Dubbed In English.—Atlantis
 TRUTH, THE—D-127m.—Brigitte Bardot, Marie-Jose Nat, Sami Frey—4842 (7-26-61)—Lengthy Bardot import.—English titles or dialogue.—Kingsley-Int.

GERMAN

CONFESS, DR. CORDA—D-101m.—Hardy Kruger, Elisabeth Mueller—4766 (11-9-60)—Well-made, suspenseful import.—English titles.—President
 HIPPODROME—MD-96m.—(C)—Gerhard Riedmann, Margit Nunko—4803 (3-22-61)—Good circus meller.—Dubbed In English.—Continental

RUSSIAN-ENGLISH

FATE OF A MAN—D-101m.—Sergei Bondarchuk—4851 (8-23-61)—Well-made war film for art houses—Russian-made; English titles; Lopert
IT HAPPENED IN BROAD DAYLIGHT—D-97m.—Henix Ruhmann, Gert Frobe—4767 (11-9-60)—Absorbing crime yarn—Dubbed in English—Continental
REST IS SILENCE, THE—D-106m.—Hardy Kruger, Ingrid Andree—4752 (9-14-60)—Interesting art house entry—Titles—Films Around The World
SPESSART INN, THE—C-99m.—(C)—Liselotte Pulver, Carlos Thompson—4807 (4-5-61)—Entertaining import—Titles—Casino
MAGDALENA—MD-82m.—Sabina Sesselman—4776 (12-7-60)—Fair, sex-ridden case history of a girl gone wrong—Dubbed in English—Buhawk

GREEK

NEVER ON SUNDAY—C-91m.—Melina Mercouri, Jules Dassin—4763 (10-26-60)—Delightful comedy is art house winner and could surprise elsewhere—English dialogue—Lopert

IRELAND

HOME IS THE HERO—D-83m.—Arthur Kennedy, Eileen Crowe—4799 (3-8-61)—Interesting Irish drama—Show Corporation

ISRAELI

THEY WERE TEN—D-105m.—Ninette, Oded Teoml—4810 (4-19-61)—Interesting Israeli import—English titles—Schwartz-Sachson

ITALIAN

ADVENTURE, THE—D-145m.—Monica Vitti, Gabriele Ferzetti—4806 (4-5-61)—Interesting Import for art spots—English titles—Janus
ANNA'S SIN—D-86m.—Ann Vita, Ben E. Johnson—4806 (4-5-61)—Fair tale of miscegenation and mystery—Dubbed in English—Atlantis
GENERAL DELLA ROVERE—D-139m.—Vittorio de Sica, Hannas Messner—4783 (1-11-61)—Well-made Import of war-time Intrigue—Titles—Continental
BIG DEAL ON MADONNA STREET, THE—C-91m.—Vittorio Gassman, Rossana Rory, Toto—4778 (12-21-60)—Highly entertaining comedy Import—English titles—UMPO
HEAVEN ON EARTH—D-84m.—(EC)—Barbara Florian, Charles Fawcett—4763 (10-26-60)—Interesting tour of Rome with romantic dressing—Dubbed in English—JB Film Dist.
GREAT WAR, THE—D-118m.—Vittorio Gassman, Silvano Mangano—4867 (9-13-61)—Interesting entry will appeal primarily in art spots—Dubbed in English—Lopert
LA DOLCE VITA—D-175m.—Marcello Mastroianni, Anouk Aimee, Anita Ekberg—4815 (5-3-61)—Unpleasant but fascinating film depicting dissolute life of modern Roman upper crust—English titles—Astor
LOVE SPECIALIST, THE—C-104m.—(TE; TC)—Diana Dora, Vittorio Gassman—4756 (9-28-60)—Light weight Import can be sold in some spots on name value—Dubbed in English—Madison
MIGHTY CRUSADERS, THE—SPEC-87m.—(SC; C)—Francisco Rabal, Sylva Koscina—4799 (3-8-61)—Yet another Italian-made spectacle—Dubbed in English—Falcon
NEAPOLITAN CAROUSEL—MU-116m.—(PatheColor)—Paolo Stoppa, Clelia Matania—4842 (7-26-61)—Colorful, entertaining musical for art, specialty spots—English titles—Lux
ROCCO AND HIS BROTHERS—D-175m.—Alain Delon, Katina Paxinou, Claudia Cardinale—4839 (7-12-61)—Adult art house audiences will best appreciate fine import—English titles—Astor
TEACHER AND THE MIRACLE, THE—88m.—Aldo Fabrizi, Eduardo Nevola—4807 (4-5-61)—Heart-touching Import—Dubbed in English—President
TWO WOMEN—D-105m.—Sophia Loren, Jean Paul Belmondo—4822 (5-17-61)—Interesting Import for art, specialty spots—English titles—Embassy
VIOLENT SUMMER—D-97m.—Eleanora Rossi-Drago, Jean Louis Trintignant—4822 (5-17-61)—Interesting import—English titles—Films Around The World

MEXICAN

LITTLE ANGEL—D-90m.—(EC)—Marla Gracla—4783 (1-11-61)—Good entry for children, family and program—Dubbed in English—K. Gordon Murray
SANTA CLAUS—FAN-94m.—(EC)—Joseph Elias Moreno—4760 (10-12-60)—For the kiddies—Dubbed in English—K. Gordon Murray

SWEDISH

SECRETS OF WOMEN—CD-114m.—Anita Bjork, Maj-Britt Nilsson, Eva Dahlbeck—4847 (8-9-61)—Entertaining and sexy Ingmar Bergman import—English titles—Janus
VIRGIN SPRING, THE—D-88m.—Max von Sydow, Birgit Valberg—4776 (12-7-60)—Well-made, interesting but unpleasant Import—English titles—Janus

U.S.S.R.

BALLAD OF A SOLDIER—MD-92m.—Vladimir Ivashov, Zhanna Prokhorenko—4795 (2-22-61)—Excellent in any language—English titles—Unlon

YUGOSLAVIAN

NINTH CIRCLE, THE—D-90m.—Dusica Zegarac—4867 (9-13-61)—Well made drama for art house trade—English titles—Inter-progress Trading Co.

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**FEATURE FILMS
PRODUCTION NUMBERS and
NATIONAL RELEASE DATES
1960-'61 and 1961-'62
SEASONS**

(This is a listing of all production numbers and release dates, as made available by the companies on 1960-61 and 1961-62, product, accurate to time of publication—Ed.)

Allied Artists

6012	Bloody Brood.....	Oct.
6013	Serengeti Shall Not Die.....	Oct.
6101	Look In Any Window.....	Jan.
6008	The Plunderers.....	Nov.
6014	Heroes Die Young.....	Nov.
6015	The Unfaithful.....	Nov.
6016	Herod The Great.....	Dec.
6101	Look In Any Window.....	Jan.
6102	Dondi.....	Mar.
6103	Operation Eichmann.....	Mar.
6104	Time Bomb.....	April
6105	Angel Baby.....	May
6108	David and Goliath.....	June
6107	King Of The Roaring 20's.....	June
6108	Brainwashed.....	July
6109	Armored Command.....	July
6110	Twenty Plus Two.....	Aug.
	Too Hot To Handle.....	Oct.
	George Raft Story.....	Dec.

American-International

507	Portrait Of A Sinner.....	Jan.
508	Journey to the Lost City.....	Oct.
509	Goliath and the Dragon.....	Dec.
601	The Hand.....	Mar.
602	Black Sunday.....	Feb.
603	Konga.....	Mar.
604	House of Fright.....	May
605	Operation Camel.....	May
606	Beware of Children.....	April
607	Master of the World.....	June
608	Alakazam The Great.....	July
609	Pit and the Pendulum.....	Aug.
611	Lost Battalion.....	Sept.
	Black Mutiny.....	Oct.
	Journey To The Seventh Planet.....	Nov.

Columbia

511	Song Without End.....	July
514	Surprise Package.....	Nov.
515	I'm All Right, Jack.....	Oct.
516	Hell Is A City.....	Nov.
517	The 3 Worlds Of Gulliver.....	Dec.
518	Please Turn Over.....	Dec.
519	Jazz Boat.....	Dec.
521	The Wackiest Ship In The Army.....	Jan.
520	Pepe.....	Mar.
522	Sword Of Sherwood Forest.....	Jan.
523	Hand In Hand.....	Feb.
524	The Warrior Empress.....	May
525	Underworld U. S. A.....	Mar.
527	Passport to China.....	Feb.
528	Carthage In Flames.....	Feb.
529	Cry For Happy.....	Mar.
530	The Terror of the Tongs.....	Mar.
531	Born Yesterday—RE.....	Mar.
532	The Solid Gold Cadillac—RE.....	Mar.
533	A Raisin In The Sun.....	April
535	Stop Me Before I Kill.....	May
537	Twinkle And Shine (R).....	May
536	Picnic—RE.....	April
	The Treatment.....	April
534	Mad Dog Coll.....	May
538	Mein Kampf.....	May
539	Five Golden Hours.....	June
540	Homicidal.....	June
541	Most Dangerous Man Alive, The.....	June
601	Gidget Goes Hawaiian.....	June
602	Two Rode Together.....	July
	Mysterious Island.....	Dec.
603	The Guns Of Navarone.....	July
608	Loss of Innocence, The.....	Sept.
	Devil At Four O'Clock.....	Sept.
615	Scream of Fear.....	Oct.
	Weekend With Lulu.....	Oct.
	Everything's Ducky.....	Oct.
	Sardonicus.....	Nov.
	Valley Of The Dragos.....	Nov.
	Hellions.....	Nov.

MGM

103	The Key Witness.....	Oct.
104	Where The Hot Wind Blows.....	Oct.
105	Gorgo.....	Jan.
106	Butterfield 8.....	Nov.
107	Maglo Boy.....	Nov.
108	Cimarron.....	Dec.
109	The Village Of The Damned.....	Jan.
110	Where The Boys Are.....	Dec.
111	Go Naked In The World.....	Feb.
113	Atlantis, The Lost Continent.....	May
114	Gone With The Wind—RE.....	May
115	The Secret Partner.....	Mar.
116	The Green Helmet.....	April
117	Two Loves.....	May
202	Bridge To The Sun.....	Aug.
119	Ring of Fire.....	June
120	Morgan The Pirate.....	July
121	The Secret Of Monte Cristo.....	June
122	Honeymoon Machine.....	July
123	The Thief Of Baghdad.....	Aug.
124	Ada.....	Aug.
	Thunder Of Drums.....	Sept.
203	Invasion Quarett.....	Oct.
204	Colossus Of Rhodes.....	Nov.
205	Bachelor In Paradise.....	Dec.
	The Wonders of Alladin.....	Dec.

Paramount

6004	The Savage Innocents.....	Feb.
6005	G. I. Blues.....	Nov.
6008	A Breath Of Scandal.....	Oct.
6007	Cinder Fella.....	Dec.
6008	The World Of Suzie Wong.....	Feb.
6009	Blueprint For Robbery.....	Jan.
R6011	Elephant Walk—RE.....	Jan.
R6012	The Naked Jungle—RE.....	Jan.
6010	All In A Night's Work.....	April
6013	Foxhole In Cairo.....	April
6014	One-Eyed Jacks.....	May
6015	Ladies' Man.....	June
6016	On the Double.....	July
6017	Pleasure Of His Company.....	Aug.
6018	Love In A Goldfish Bowl.....	Aug.
6101	Blood And Roses.....	Sept.
6102	Man Trap.....	Sept.
6103	Breakfast At Tiffany's.....	Oct.
R6104	White Christmas.....	Oct.
6105	Blue Hawaii.....	Nov.
6106	The Errand Boy.....	Dec.
6107	Summer And Smoke.....	Dec.

20th-Fox

037	Legions Of The Nile.....	Dec.
039	Goddess Of Love.....	Nov.
040	Captains Table, The.....	Oct.
042	Walk Tall.....	Oct.
046	Desire In The Dust.....	Oct.
047	Secret of the Purple Reef.....	Oct.
050	Tees Of The Storm Country.....	Feb.
051	North To Alaska.....	Nov.
053	Desert Attack.....	Nov.
054	The Wizard Of Baghdad.....	Dec.
056	Flaming Star.....	Jan.
057	Esther And The King.....	Nov.
101	Marriage-Go-Round.....	Jan.
102	The Little Shepherd Of Kingdom Come.....	Jan.
	The Queen's Guards.....	Jan.
104	The Millionaire.....	Mar.
105	The Canadians.....	Feb.
110	Ferry To Hong Kong.....	Feb.
111	Circle of Deception.....	Mar.
112	All Hands On Deck.....	Mar.
113	The Long Rope.....	Feb.
114	Days Of Thrills And Laughter.....	Mar.
115	Sanctuary.....	Mar.
116	Sniper's Ridge.....	Feb.
117	The Trapp Family.....	Mar.
120	The Fiorest Heart.....	Apr.
123	The Big Show.....	May
126	Return to Peyton Place.....	May
127	The Right Approach.....	May
	The Silent Call.....	May
	20,000 Eyes.....	May
128	Battle At Bloody Beach.....	June
129	Wild In The Country.....	June
130	Snow White And The 3 Stooges.....	July
132	Francis Of Assisi.....	July
	The Big Gamble.....	Oct.
131	Misty.....	July

133	Voyage To The Bottom Of The Sea.....	June
	Marines, Let's Go.....	Aug.
	The Hustler.....	Sept.
	Bachelor Flat.....	Oct.
	Swinging Along.....	Nov.
	The Comancheros.....	Nov.
	Second Time Around.....	Nov.

United Artists

6024	Walking Target.....	Nov.
6027	The Magnificent Seven.....	Oct.
6026	Inherit The Wind.....	Nov.
6028	The Alamo.....	Nov.
	Police Dog Story.....	Dec.
6101	Exodus.....	Dec.
6104	The Facts Of Life.....	Jan.
6108	Frontier Uprising.....	Jan.
6109	The Gambler Wore A Gun.....	Jan.
6113	Gun Fight.....	Jan.
6102	Five Guns To Tombstone.....	Jan.
6105	The Misfits.....	Feb.
	Warlord Of Crete.....	Feb.
6106	Operation Bottleneck.....	Feb.
6107	Hoodlum Priest.....	Mar.
6108	A Matter of Morals.....	Mar.
6115	The Minotaur.....	April
	Revolt Of The Slaves.....	May
6114	The Young Savages.....	May
6112	Snake Woman.....	May
6111	Dr. Blood's Coffin.....	May
6113	Gun Fight.....	May
6118	Last Time I Saw Archie.....	June
6116	When The Clock Strikes.....	June
6018	Cage Of Evil.....	June
6019	By Love Possessed.....	July
6120	Naked Edge.....	July
6121	The Cat Burglar.....	July
	Teen-Age Millionaire.....	Aug.
6125	Goodbye Again.....	Aug.
6122	You Have To Run Fast.....	Aug.
	Boy Who Caught A Crook.....	Aug.
	The Young Doctors.....	Sept.
	Town Without Pity.....	Oct.
	Paris Blues.....	Oct.
	Secret Of Deep Harbor.....	Oct.

Universal

6070	Spartacus.....	Nov.
6101	Midnight Lace.....	Nov.
6102	Private Lives Of Adam And Eve.....	Jan.
6103	The Grass Is Greener.....	Jan.
6104	The Great Imposter.....	Feb.
6105	The Shakedown.....	Feb.
6106	Romanoff And Juliet.....	Mar.
6109	The Secret Ways.....	April
6110	Tomboy And The Champ.....	April
6111	Wings Of Chance.....	April
6113	Pharaoh's Woman.....	May
6114	Ole Rex.....	May
	Posse From Hell.....	May
6115	Curse Of The Werewolf.....	June
6116	Shadow Of The Cat.....	June
6117	The Last Sunset.....	July
6118	Trouble In The Sky.....	July
6119	Tammy Tell Me True.....	July
6120	Blast Of Silence.....	Aug.
6121	Come September.....	Sept.
	The Sergeant Was A Lady.....	Nov.
	Back Street.....	Nov.
	Flower Drum Song.....	Dec.

Warners

002	Sunrise At Campobello.....	Oct.
003	The Sins Of Rachel Cade.....	April
004	Girl Of The Night.....	Oct.
005	The Dark At The Top Of The Stairs.....	Oct.
007	The Sundowners.....	Dec.
008	Fever In The Blood.....	Jan.
009	Gold Of The Seven Saints.....	Feb.
010	The White Warrior.....	Mar.
011	Portrait of a Mobster.....	April
012	Steel Claw, The.....	May
013	Fabulous World of Jules Verne.....	June
014	Bimbo the Great.....	June
015	Parrish.....	July
016	Fanny.....	July
017	Lad: A Dog.....	Aug.
154	Splendor In The Grass.....	Oct.
151	World By Night.....	Sept.
155	Claudelle English.....	Sept.

CLASSIFIED ADVERTISING

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BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combination. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 346 West 44th St., New York 36, N. Y.

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SAVE ON FLASHLIGHT BATTERIES. 8½ cents each. 288 per case. 2 cases minimum. Flashlights 23 cents each. Packed 144 per case. Delivered east of Mississippi. WOLFE, 6486 Matthews Street, Philadelphia 19, Pa.

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DURABLE MASONITE MARQUEE LETTERS, fit Wagner, Adler, Bevelite. Black or red. 4"—40¢; 8"—60¢; 10"—75¢; 12"—\$1.00; 14"—\$1.50; 16"—\$1.75; 17"—\$2.00; 24"—\$3.00 (10% discount 100 letters, or over \$60.00 list). S.O.S., 602 W. 52nd, New York 19.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 160 Hermitage Avenue, Nashville, Tennessee.

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WANTED: 100 good used seats in northern Minnesota. Advise price. GRAND THEATRE, Baudette, Minn.

THEATRES FOR SALE

THEATRE NEAR VANCOUVER. Ideal for Bingo. Theatres required. BOVILSKY, Theatre Agent, 34 Batson Street, Glasgow, Scotland.

ILLNESS forces sacrifice sale modern brick and steel theatre, stereophonic sound, 36' screen, 420 seats. Apartments and space rental. Contact OTTO SORENSEN, Powers Lake, North Dakota.

DUE TO ILLNESS, 300-car drive-in theatre with Cinema-Scope on 11 acres. 1,000 foot frontage on US 54, Lake of the Ozarks. Terms. GLAIZE DRIVE-IN THEATRE, Osage Beach, Missouri.

USED EQUIPMENT

SENSATIONAL SAVINGS! Super-Simplex Mechanisms, excellent condition, \$325.00 pair; Magnarc lamphouses, excellent, \$350.00 pair; Hilux anamorphics \$225.00; Simplex X-L E8 soundsystem complete only \$895.00. STAR CINEMA SUPPLY, 621 West 55th Street, New York 19.

ASHCRAFT HYDROARCS \$195.00; PEERLESS MAGNARCS \$225.00; Simplex or Strong 1KW arcs, \$49.50; Simplex magazines, \$4.95. Worth more in parts. S.O.S., 602 W. 52nd, New York 19.

WINDOW CARDS

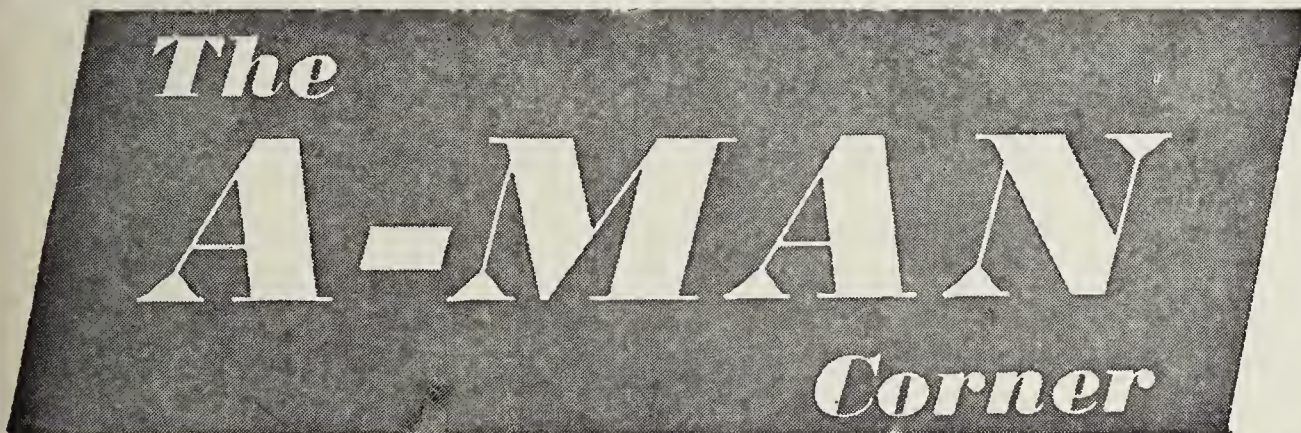
WEEKLY THEATRE and DRIVE-IN CARDS. 100—14 x 22—\$6.00. All colors. Other prices and sizes on request. 1,000 Passes printed FREE with your first week's order! WINN PRINTING, 5809 Woodland Avenue, Philadelphia 43, Pennsylvania.

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Order your copy, NOW, while they last!



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film backers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address. Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

MANAGER, 30 years experience, college graduate, former city manager big chain, first run theatres. Good at promotion and advertising. Best references. Prefer Chicago area. BOX A920, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

REAL OPPORTUNITY: Live wire theatre manager; Long Island class house; promotion, staff control, general operations a must; a man on the ball will go far with us. Replies confidential. BOX B920, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

PROJECTIONIST, SOUND ENGINEER. 30 years experience. Single, no dependents. Mass. and Conn. license. Wants job in western New England. BOX A913, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

READY for boxoffice rise this fall? Personable public relations minded managerial assistant, precision groomed at prestige first-run 3,000 key circuit house, arthouse, neighborhood operations. Glad to give your way maximum permanent value. BOX B913, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

EXPERIENCED PROJECTIONIST, 14 months, 29 years old, married, and do not drink. Prefer Tennessee or Alabama but will consider all good offers. JESSE BRYMER, 616 Childers, Pulaski, Tenn. (913)

HOUSEMANAGER—or experienced assistant, male or female, that knows theatre operation in Norfolk, Virginia area. Age bracket 25-60. Air mail previous experience, salary, draft, and marital status. BOX C913, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

MANAGER: 18 years experience, first-run conventional theatres. Experienced all phases, excellent promotion man. Married, best of references. Wants to relocate. BOX A830, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

PROJECTIONIST-MANAGER, experienced all phases theater operation, indoor or drive-in, New England preferred. BOX B830, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

PROJECTIONIST, licensed, 20 years experience, non-union, also laboratory film tech. with very strong ideas. Would relocate in Florida or California if necessary with right party, only. Married, no children. BOX C830, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

JOB WANTED: Assistant manager and projectionist, good references from other employers. Would like hot and dry climate. Will go anyplace for good money. Drive-In preferred or hardtop. WILLARD W. FRAZIER, 423½ Shawnee, Leavenworth, Kans. (830)

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Chet Bahn

(Editor — FILM DAILY)

about their

MOST VALUABLE ADVERTISING MEDIUM!

THE *Film*
DAILY

Editor's Report

Questions and Answers

... travelling Coast to Coast

By CHESTER B. BAHN

... what do theatre men have to say about advertising media, and, specifically, which medium do they regard as basic? The consensus: the motion picture "coming attraction" trailer. It takes precedence over newspaper advertising rated second in the merchandising derby.

Why is this? Well, here is the reasoning:

"The trailer reaches the backbone of the motion picture audience—the more frequent moviegoer upon whom the theatre must rely to stay in business."

There is no disposition to brush off newspaper advertising, of course. Its importance is underscored by the fact that theatres employ it, and in most cases pay a premium space rate to do so. But as many theatre men agreed, there is no guarantee that it will be read, whereas the trailer is both seen-and-heard. And, as one Midwestern exhib. put it, "You get action in a trailer."



That's why *Showmen* agree:

TRAILERS are your "BEST BUY" in ADVERTISING!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

MOTION PICTURE

EXHIBITOR

Plus...

**SHOWMEN'S
TRADE REVIEW**

SEPTEMBER 27, 1961

Volume 66

No. 16

IN THREE SECTIONS • THIS IS SECTION ONE

Founded in 1933 by
CHARLES E. "Chick" LEWIS

Presenting...

The International
**LAUREL
AWARDS**
1961 Season

*She's tangling with he-men who
want to stay free-men...*

20
Century-Fox
presents

DEBBIE REYNOLDS

STEVE ANDY
FORREST · GRIFFITH

JULIET
PROWSE

THELMA KEN
RITTER · SCOTT

and showing you what
a gal's gotta do
to get a guy
to say "I do"!



JACK CUMMINGS'
PRODUCTION OF
**"THE
SECOND
TIME
AROUND"**

DIRECTED BY VINCENT SHERMAN SCREENPLAY BY OSCAR SAUL AND CECIL DAN HANSEN

COLOR by DE LUXE
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20th's Happy, Happy Christmas Package of Cheer!

43 Years of Service to the Theatre Industry

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Volume 66 • No. 16

SEPTEMBER 27, 1961

THE MORALIST'S GREATEST ALLY

WE HAVE BEEN CAMPAIGNING just as hard as we know how against the fast-buck operators who would drag the entire industry down into the slime from which they operate. This is a small and irresponsible minority who are causing contention within the industry and stimulating a public distrust of a great entertainment medium.

Just as anxious as anyone to solve this problem are the legitimate film producers, distributors, and exhibitors. Much of the pressure comes from newspapers, who mainly approach the problem in a haphazard, shotgun fashion that can accomplish little if anything.

There is a temptation to seek an easy solution. This generally takes the form of issuing a blanket indictment against the motion picture industry and crying for stringent regulation of film content. Newspapers campaign to clean up film ads, refusing legitimate ads from legitimate theatre operators to conform with a self-imposed code that bears little connection with reality.

Certainly, there are advertisements that are on their surface evidence of a grab for the quick and dirty buck. When the admonition that a film is for "ADULTS ONLY" appears in larger letters than the name of the theatre, it's a good bet that such a film is playing. Sly references to "A DIFFERENT NUDIST PICTURE," and titles like "BOUDOIR SECRETS," "WOMAN OF SIN," etc., are also obviously aimed at the thrill seeker who expects to see something dirty. Very few of these films have been publicized, reviewed, or advertised in the trade press, and the reason is not hard to fathom.

In many cases, titles have been changed, and "BOUDOIR SECRETS" turns out to be the same tired chestnut that was shown at the same tired theatre a few months back. Then, too, the producer and distributor do not seek the publicity

that a trade review would provide. In the quest for the fast buck, speed is far more important than ethics. Get in and get out with the loot, and the faster the better.

It has been suggested that the newspapers themselves send a reviewer to see this trash and expose it for what it is to a public that would soon stop wasting its time. This would be an aid as well to the legitimate theatre operators who suffer senselessly through guilt by association in the eyes of the public.

"The Chicago Tribune" recently announced a policy in its book reviews of deleting all mention of books "sewer written by dirty fingered authors for dirty minded readers." There is no tendency on the part of press or public to lump all publishers or authors together under a blanket of scorn because a few rotten examples exist. The same public image should be created by the vast majority of film industry folk who are seriously trying to conduct a clean business operation by providing worthwhile entertainment to theatregoers everywhere.

In a recent attempt in Los Angeles to pass a stringent regulation bill against film producers and theatremen, it was pointed out by Paramount's Y. Frank Freeman that anyone with a camera, a dirty mind, a couple of girls, and an empty warehouse could turn out a film. To consider an individual or company with a lifetime of hard and dedicated work invested in production in the same light is madness, indeed.

The finger of scorn must be pointed at the fast buck grabbers who infest our business, but press and public alike must also realize that their scornful finger must point accurately.

When that time comes, the moralists will find that their greatest ally in stamping out the rot infecting part of the screen medium is the motion picture industry itself.

SHORTCUT TO SUICIDE

THERE SEEMS TO BE NO letup in the pressures facing the small-town theatre operator struggling for survival. In the past few weeks, the flood of mail to this office from such exhibitors complaining of harsh sales terms has reached alarming proportions.

Generally, the complaints are similar in tone—an insistence on 50 and 60 per cent terms with double preferred time, regardless of grossing potential. Peculiarly enough, many of these houses are not grossing \$100 a day even during preferred playing time, and yet they are being treated as though their potential gross rivalled the plush first run, big city movie palaces.

One exhibitor writes, "I am just signing contracts to remain open. How long I can continue to lose money, I don't know."

Another says, "The salesmen don't even call on me any-

more. They simply phone in their terms, usually winding up with the comment, "Take it or leave it."

Still another writes, ". . . and some of these so-called independents with a picture that is doing some business, although it may be a 'sewer theme,' are asking increased admissions with a guarantee, a practice no national distributor has sunk to as yet. They throw the demands in your face and add 'and no look'."

We don't profess to have all the answers. We do know, however, that such situations, regardless of their gross, are vitally important to this industry. It is in just such situations that the film going habit, if it is to reappear on the national scene, will be reborn. To drive them out of business via unreasonable sales policies is a shortcut to industry suicide.

This problem deserves the attention of every top sales executive in our business.

THE FORGOTTEN SHORTS

WE HAVE BEEN ASKED by subscribers why we don't review more shorts. The answers are twofold. First, this industry is no longer making shorts in near the numbers that it once did. Some companies have found it an uneconomical operation and are content to reissue the efforts of yesteryear with the thought in mind that a good cartoon is never out of date.

Some companies, which still maintain a shorts program, however curtailed it might be, have fallen out of the habit of screening such subjects for the trade. Consequently, any

reviewing operation becomes a hit-and-miss attempt to chase them from theatre to theatre.

We will continue to review as many new shorts as are made available for reviewing purposes. However, the chase is a difficult one, and complaints should be addressed to the companies in question. We would love to review them all the easy way. Those exhibitors who are interested in shorts reviews should make known their desires direct to the distributor, and we wonder how many will make the effort.

NEWS CAPSULES



FILM FAMILY ALBUM

Arrivals

Mr. and Mrs. Lee Kimberg, Allentown, Pa., became the parents of a boy weighing 8 pounds 15 ounces, named **Stewart Andrew**. Mrs. Kimberg is the former **Audrey Cohen**, daughter of **Leon "Label" Cohen**, Vine Street Screening Room, Philadelphia, and Mrs. Cohen. It is the second son for the Kimbergs.

Obituaries

Mrs. **Rae Helen Trilling**, mother of **George Trilling**, of Fabian Theatres, and **Steve Trilling**, of Warners, died last week at the age of 84.

Harry Finger, 56, resident manager, Keppner-Lipman Theatres at the Mansfield, Conn., Drive-In, died after a brief illness. He was a father-in-law to **Lou Lipman**.

Juroe Succeeds Winikus

NEW YORK—Arnold M. Picker, executive vice-president of United Artists, announced the appointment of Charles "Jerry" Juroe as supervising director of advertising and publicity for the United Kingdom and Continental Europe. He succeeds Francis M. Winikus, who has resigned effective Dec. 31.

Juroe leaves for London early in October to consult with Winikus. In his new post, Juroe will supervise production promotion as well as distribution campaigns for his designated areas, working under the direction of Fred Goldberg, UA executive director of advertising, publicity, and exploitation.

Paramount Fetes Smith

PHILADELPHIA—Ulrik Smith, retiring as Paramount branch manager after 47 years, was tendered a dinner at the Bellevue-Stratford Hotel at which he was gifted with silver plate and other gifts.

The affair was attended by 160 industryites and friends, including vice-president Hugh Owen and Howard Minsky, sales executive.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., SEP. 25

Variety Is Keynote Of U-I Shorts Program

NEW YORK—To help meet the continuing needs of the nation's theatres for a continuous supply of short subjects to help balance their programs, Universal will again make available for release during the 1961-1962 selling season, a varied program of 36 short subjects in color and one in black and white, it was announced by F. J. A. McCarthy, assistant general sales manager of Universal, who supervises the company's short subjects distribution.

The increase in output effected last year by Walter Lantz will be continued during the 1961-1962 year, with Lantz making 19 new color cartoons for release, and these will be augmented by seven re-releases of Woody Woodpecker color cartoons.

Universal will release two, two-reel specials in color during the 1961-1962 season, an increase over the one two-reeler of the previous year, McCarthy noted. The first of these two-reel specials is tentatively titled "Jazz Orientale" and is an unusual feature with the background of the Ginza, Tokyo's famed Broadway. The second is "Land of the Lone White Clouds," a two-reeler filmed entirely in far away New Zealand.

Universal will again release eight one-reel shorts in color with the subject matter of the individual reels remaining varied and timely and in many instances providing interesting local promotional angles.

The black and white reel will again be "Football Highlights," which will feature footage from all the important college football games of the fall of 1961.

There will again be 104 issues of the Universal-International News with emphasis on all important local and world events since the public has shown continuing interest in this valuable adjunct of the theatre's regular program, McCarthy pointed out.



BROADWAY GROSSES

NEW YORK—Summer weather hurt the Broadway grosses, except for popular hold-overs in some of the first-runs.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"**THE BIG GAMBLE**" (20th-Fox). Paramount stated the fourth week was \$10,000.

"**COME SEPTEMBER**" (U-I). Radio City Music Hall did \$95,000 for Thursday through Sunday with the third week sure to hit a fine \$150,000. Stage show.

"**ADA**" (MGM). Capital stated the last four days of the fifth week tallied \$8,000.

"**THE HONEYMOON MACHINE**" (MGM). Loew's State reported the fifth week was \$9,000.

"**EXODUS**" (UA). Warner announced the 41st week as \$13,000.

"**SPARTACUS**" (U-I). DeMille had \$17,500 for the 51st week.

"**THE GREAT WAR**" (Lopert.) Victoria claimed \$7,000 for the fourth and last week.

"**THE YOUNG DOCTORS**" (UA). Astor garnered \$21,000 for the fifth session.

"**GUNS OF NAVARONE**" (Col.). Criterion hit a big \$30,000 for the 15th week.

"**FRANCIS OF ASSISI**" (20th-Fox). Rivoli tallied \$13,000 for the ninth week.

UA Elevates Tunick

NEW YORK—Gene Tunick, UA eastern district manager, has been elevated to the post of United Artists eastern and Canadian division manager, effective immediately, it was announced by James R. Velde, UA vice-president in charge of domestic sales.

Tunick succeeds Milton E. Cohen, who was promoted to the new post of United Artists national director of road-show sales.

Tunick joined United Artists in 1954 as branch manager in Philadelphia, after several years in the motion picture industry during which he held similar positions with other film companies. In 1956, he was named UA's eastern district manager.

Two Join COMPO Project

CINCINNATI—Two more exhibitors have been added to the central exhibitors committee which supervises the operation of the COMPO merchandising plan in the Cincinnati area.

Charles E. McCarthy, COMPO executive vice-president, announced that the additions are Frank L. Weitzel, Weitzel Booking Service, and Philip D. Borack, vice-president, Tri State Theatre Service, both of Cincinnati. The appointments were made by Jack Haynes, chairman of the committee.



At Tent 36 Heart Award Dinner recently at the Dorchester Hotel, London, International European Representative C. J. Latta, right, handed Chief Barker Irving Allen the Variety Clubs' International Heart Award which British Variety won for its work in 1960. On the right, Press Guy David Jones receives a silver tea service presentation from Arthur Dickson Wright, one of Britain's most eminent surgeons and director of British Variety's cancer research scheme for children. International Chief Barker Edward Emanuel and International Executive Director George Hoover sent congratulatory messages from the U.S.A., which read, "We salute you for a wonderful job. Best wishes for continued success."

MITO Keynoter For Block Booking

Keiler Also Urges More Production Via Circuits; Harling Stresses Need For Fight On Toll-TV

ST. LOUIS—A four point plan for helping the movie industry and the exhibitor's receipts was presented here as John W. Keiler, II, president, Columbia Amusement Co., Paducah, Ky., gave the keynote address to the 43rd annual Missouri-Illinois Theatre Owner's convention at the Chase Hotel.

The four point plan presented is:

1. Exhibitors should contact, individually and through TOA, the Justice Department and implore that they permit the divorced circuits to enter into production. This would allow more pictures to be made available and it would follow that the law of supply and demand would lower the present exorbitant rentals. In 1951, there were 399 pictures released by the majors—this year it appears there will be about 230 pictures. "We will then be able to keep a greater amount of the gross on blockbusters to help absorb the losses on some of the other pictures we play."

2. Persuade the Justice Department to permit block booking of pictures. "This would be advantageous both to the distributor and to the exhibitor. Because the distributor would save a great deal in selling expense, they would be more agreeable to enter into an overall equitable deal. More product will also enable us to be more selective—we won't be forced to play everything that is produced."

3. "The nation's exhibitor should hire an outside public relations firm to sell the movie-going habit to the public—just like Proctor and Gamble sells soap. This can be accomplished by a big, well-financed public relations campaign. The way to finance it is for exhibitors to contribute one per cent of all film rentals to a special public relations fund and for distributors to do likewise. These funds should, in turn, be dispensed by COMPO."

4. "A strong united research effort so that we in the motion picture industry can offer the paying public something that they cannot get free on their television sets. An example of this would be 3-D without glasses. Advancements such as this will revitalize the industry and make it more successful than ever before."

In another speech at the luncheon, Philip F. Harling, New York, assistant to the president of the Theatre Owners of America and chairman of TOA's Anti Pay-TV Committee, discussed how "pay TV is dedicated to put you out of business."

Harling pointed out that pay TV will bid, and outbid, for new movies. He cited Tom O'Neil's testimony before the FCC when O'Neil "declared flatly that he considered phonevision just another theatre in Hartford . . . that he would need at least 156 new first run films every year."

Harling stressed the need for a massive grass roots campaign starting this fall which will flood Congress with protests against pay TV. Points to stress to the public are:

Pay TV cannot give the public anything it is not now getting free. Pay TV cannot cure the ills of free TV. There is only so much talent and it will go where the most money is, and that will be away from free TV. Pay TV is the poor man's enemy. The subscriber will pay approximately \$150 a year, with

Fall Festival Brochure Available Through MPAA

NEW YORK—The Fall Festival — Movietime U.S.A.—brochure is presently being mailed by the Motion Picture Association to 20,000 opinion makers and leaders of women's groups and organizations; to newspaper motion picture editors; and to leading exhibitors around the country.

The new brochure—a sequel to the **SPRINGTIME IS MOVIE TIME** mailing last April—illustrates the important pictures that will be playing from September through December of this year. In addition, there are listed on the back page 30 more important releases which are now in production and will be released early in 1962.

The Fall Festival folder carries a number of brief articles on the Stars of Tomorrow, Today's Modern Theatre, a statement by Eric Johnston on mature film subjects, a short article on What Every Parent Should Know About Motion Pictures, and a piece discussing the authenticity of Hollywood production.

Exhibitors are again being given the privilege of ordering quantities of the brochure direct from the printer. They may order them with or without their own theatre imprint.

some avid viewers spending as much as \$750 to \$1,000 a year. "There are other arguments," Harling stressed. "Such as the cost to the elderly who have limited incomes; the cost and inconvenience to shut-ins; whether you would have to pay to hear a televised sermon by your local pastor, etc. But the big point to remember is that pay TV is not in the public's interest. That is what members of Congress want to hear."

Harling went on to say that when the public knows the facts it rejects pay TV. "That is what we are counting on in our national campaign." He urged local exhibitors to solicit others to sign pledges to raise money for the job.

Wesley Bloomer, Bloomer Amusement Co., Inc., and Bloomer Enterprises, Inc., Belleville, Ill., was elected president of MITO to serve a two-year term.

Other officers elected were Frank Plumlee, Farmington, Mo., vice-president; Tommy James, St. Louis, chairman of the board of directors; Jim Damos, St. Louis, treasurer; Jim James, St. Louis, secretary; and Pete Gloriod, Poplar Bluff, Mo., sergeant-at-arms.

Regional vice-presidents elected were Phil Namos for St. Louis; John Meinardi for Missouri; and Carson Rogers for Illinois.

Members of the board of directors chosen to represent St. Louis are Lou Brown, Howard Zulauff, Howard Spiess, Russ Bovin, Charles Goldman, Sam Levin, Joe Ansell, Lou Jablanow, Grace Piccione, Harry Wald, and Ray Parker.

Missouri board of directors chosen were United States Senator Ed Long, Harry Miller, Ken Hirth, Richard Logan, Peter Medley, Douglass Lightner, Russel Armentrout, Rowe Carney, Bill Williams, Frank Reller, and Earl Douglass.

From Illinois, the new board of directors members are Tom Williamson, Joe Goldfarb, Bernard Temborius, Bill Waring, Forrest Pirtle, Frank Bloomer, Richard Wright, Tony Lockenbach, Al Magarian, Robert Strauss,

N.Y. Exhibs Affiliate With National Allied

BUFFALO—Milton H. London, executive director of Allied States Association, revealed that the Buffalo and Albany exchange areas, which have been without an exhibitor association since MPTOA expired 20 years ago, were now equipped with a new organization, Allied Theatres of New York State.

regional association was a necessity. Plans

Early in September, Sidney Cohen, Buffalo area operator of drive-ins called together a small group of exhibitors, which decided a were formulated at a luncheon attended by membership of about 100 theatres. Attending at the Statler Hotel in Buffalo were president Marshal H. Fine and executive director Milton H. London of Allied States Association, to which, as a group and as individuals, the new Allied became affiliated.

Thirty-seven owners from Buffalo, Niagara Falls, Syracuse, Rochester, Binghamton, Jamestown, Elmira and other New York upstate cities were present. After signing their applications, the group elected this executive committee:

Sidney Cohen, chairman, Buffalo; Manny Brown, Buffalo; Myron Gross, Buffalo; Charles Finnerty, Jamestown; Charles Martina, Rochester, Dewey Michaels, Buffalo; Robert Hayman, Niagara Falls; Herbert Slotnick, Syracuse; and Sam Suness, Binghamton.

Gross, who heads Cooperative Theatres of Buffalo, and Brown, drive-in theatre film buyer, were among the key figures in establishing Allied Theatres of New York State.

Bernard Mack Heads Filmack

CHICAGO — Bernard Mack was elected president of the Filmack Corporation at the annual board and stockholders meeting.

He previously had served as head of production and as secretary of the corporation. Other Filmack officers are Irving Mack, chairman of the board; Joseph Mack, vice-president; Don Mack, vice-president and treasurer, and Vi Dane, secretary.

Charles King and Morris Silver were re-elected to the board of directors.

and Ed Clark.

All the officers and board members assume their duties immediately.

More than 200 guests watched as Rita Brusselback of United Artists was crowned as "Miss Film Row of 1962" following the MITO convention banquet. Miss Brusselback will reign for the coming year and will be the guest of the MITO at the TOA convention.

A standing ovation was accorded actress Maureen Arthur, who entertained with occasional "assists" from her father, Dave Arthur, of Arthur Enterprises, who acted as master of ceremonies. Jimmy Wallis, a ventriloquist, provided the rest of the evening's entertainment. The evening closed with dancing to the orchestra of Ray DeVinney.

During the final business sessions, the resolutions committee asked the delegates to carry out the following resolution: To strongly urge producers to produce a greater flow of family-type pictures and to stress that the increased use of sex in motion pictures will prove detrimental to the business.

Columbus Tables Censor Ordinance After Stormy Public Council Meet

COLUMBUS, O.—City film censorship ordinance introduced by Mrs. Golda May Edmonston, Republican, was tabled by a 4-3 vote after a three-hour public hearing in council chambers. It was indicated the ordinance will be reconsidered at the next council meeting Sept. 25.

Councilman Russell Jones, Democrat, suggested that the delay will give council time in which to consider an alternate proposal submitted by Harry Wright, attorney for the film industry. The Wright proposal would set up an advisory citizens' board to review films and make recommendations as to their suitability for family viewing.

The Edmonston proposal would set up a citizens' censor board of 15 members to pass on all films as to whether they are obscene.

Before the ordinance was tabled, council approved an amendment which would require submission of newspaper advertising campaigns on all films. Exclusion of educational films also was approved.

Capacity audience, which applauded and hissed, seemed preponderantly pro-censorship. The audience included a large number of high school students.

Mrs. Edmonston said she has 7,000 signatures on petitions supporting her ordinance. Letters of support from the Columbus Business and Professional Women's Club and the South Side Ministerial Association were read. Mrs. Edmonston denied charges that the ordinance was inspired by religious or political motives. "It's simply a moral issue," she said.

Dave Cornwell, president of the film operators' Local No. 386, told reporters before the hearing that the local's board of directors is opposed to the Edmonston proposal "but agrees with the principle of censorship if it applies to all media of communication." Cornwell said he feared that the city censorship board would deteriorate into "one-man censorship" with a dominant board member becoming, in effect, the real censor. He noted that a similar situation happened in the early years of state censorship. Cornwell said he would support an alternate proposal to prohibit the showing of any film which did not have the code seal.

"If Hollywood doesn't do something about 'sick pictures' then the public will be forced to act," said Mrs. Edmonston. She said that certain members of the industry have attacked "over-sexed films."

Wright said that the proposed ordinance is in violation of the due process clause of the 14th amendment to the U. S. Constitution and is in violation of the Ohio constitution. He said present penal laws are adequate and that the "ordinance cannot make it legal if present laws do not say it is legal."

Wright added that the question of obscenity "can be twisted by the board in improper ways." He said such a law cannot substitute for the "hard and demanding role of the parent and the church to show children how to choose rightly." He added: "Censorship strikes at the heart of free society. Its bedrock is the ability to choose between right and wrong. One may choose trash or good."

Ed McGlone, RKO city manager, said the proposed law is "discriminatory" in that it affects only theatres within Columbus corporate limits. "Theatres in suburban areas could advertise 'See it here uncensored' after

the city board bans a film," he said. He said the only effective censorship is self-censorship. He advocated greater reliance on ratings of the Legion of Decency and the family listings of the Interfaith Council for Better Entertainment.

Opponents of the ordinance included Taylor Gregg and Ron Pataky, Hartley newspapers; Mrs. Nancy Adams, Unitarian Fellowship for Social Justice; Eric Solomon, American Civil Liberties Union; Henry Worley, businessman and son of the late Mayor Henry Worley of Columbus; Mrs. Dorothy Kirschbaum, housewife.

Proponents included Rev. Harley Bennett, pastor of the North Church of Christ; Mrs. Idora Merry, clubwoman; Rev. Robert Long, pastor of Wagner Memorial Church; Rev. William Ashbrook, pastor of Calvary Baptist Church; Robert E. Burns, Jr., representing a group of North Side parents; Jerry Stluka, senior at Bishop Watterson High School; Mrs. Beatrice Thurell, president of the Columbus Business and Professional Women's Club; and Paul Lynch, former member of the House of Representatives of the Ohio Legislature.

In the proponents' rebuttal period, Harry Hoskins, student at Bishop Hartley High School, said, "City council has an opportunity to help youth by passing the ordinance." Mrs. L. M. Ramsey, housewife, said a censorship law is needed because "most people don't have time to go into court to prosecute exhibitors who may violate present obscenity laws."

Ron Palumbo, student at Bishop Hartley High School, suggested an advisory board could be set up with "a few teenagers as members" to classify films.

Tim Claggett, assistant to Eric Johnston of the Motion Picture Association, was an observer at the hearing.

As a parting shot, Mrs. Edmonston said she is considering the introduction of an ordinance aimed at censorship of "obscene" magazines.

Newspaper Opposes Columbus Censorship

COLUMBUS, O.—Opposition to the censorship ordinance proposed by Mrs. Golda May Edmonston, Republican councilwoman, was expressed in a page one editorial by the Columbus Citizen-Journal, Scripps-Howard morning daily.

"For the laudable purpose of eliminating dirty movies, City Council is considering city censorship," said the editorial. "The Citizen-Journal is in sympathy with the objective but we must disagree with the means proposed. If the city can censor movies—and this is debatable—it eventually can censor speech, books, magazines, and newspapers. Censorship is a start toward invasion of freedom.

"If some movie exhibitors are abusing their freedom, and we think they are, there is a remedy in existing city ordinances and state laws. Newspapers also are subject, in spite of their press freedom, to the sanctions of libel and decency laws. The ordinance before Council proposes to tax all exhibitors to pay for censoring a few. This in itself is unfair. A Columbus ordinance would affect only Columbus. It would not reach movies shown outside the limits of the city.

"If the city is to censor movies, it must

Martin Heads TOA Nominating Committee

NEW ORLEANS—E. D. Martin, president of Martin Theatres of Georgia, and a past president of Theatre Owners of America, will be chairman of the nominating committee to select next year's slate of TOA officers, it was announced by Albert M. Pickus, TOA president.

Pickus said the nominating committee will meet Saturday, Oct. 7, at the Roosevelt Hotel to draw a slate for presentation to TOA's board of directors, which meets the following day preceding the opening on Oct. 9th of TOA's 14th annual convention and trade show.

Pickus said the following had accepted his invitation to serve on the nominating committee:

James Gaylard, Troy, Ala., who is also president of the Alabama Theatres Association; Robert W. Selig, National Theatres and Television Company of Los Angeles, who is vice-president of TOA; Arthur H. Lockwood, Lockwood and Gordon Theatres, Boston, who is a past president of TOA; David Wallerstein, president, Balaban and Katz of Chicago, who is a member of TOA's executive committee; T. G. Solomon, head of Solomon Theatres of McComb, Miss., and a TOA executive committeeman; and Mitchell Wolfson, head of Wometco Enterprises, Miami Beach, and a past TOA president.

Pickus, the 11th president in TOA's 14 years, will complete his second term as head of the organization at the convention.

New Blood For TOA

NEW YORK — New members in Texas, Florida, and Maryland were announced by Albert M. Pickus, president of Theatre Owners of America.

Eddie Joseph, prominent member of the Texas Drive-In Theatre Owners Association, has enrolled his drive-in theatre in Austin, Tex. This membership was secured by George Roscoe, TOA's director of exhibitor relations.

The new Maryland member, who is also a member of the Maryland Theatre Owners Association, is J. Edgar Lillard, Hyattsville. He enrolled his Stanton Art, Washington, D.C.

The new Florida member is James J. Tringas, who enrolled his Tringas Theatres in Fort Walton Beach, Fla.

Krantz Handles Fox Stills

NEW YORK—Morry Krantz, a member of the 20th-Fox home office publicity and advertising staff for the past year, has been placed in charge of the company's still department. He fills the vacancy left by Fred Bullock, who recently passed away.

appoint a censor. Who is capable of deciding what movies should be seen by everyone? Appointed censors can, and frequently do, extend their censorship beyond the patently obscene and onto subjects such as religion and politics. The power of censorship can intoxicate the censor. If indecent movies are being shown, the city should use its authority to bring the exhibitors into court for trial and punishment provided by existing law. Citizens who feel a movie is indecent can also cite its exhibitor to court. Thus a judge or jury can decide."

Detroit Variety Welcomes Allied Convention Delegates

DETROIT—Variety Club of Detroit, Tent 5, which reopened after its summer siesta one week ago, was scheduled to conduct its first activities last Monday.

The luncheon in the Founders Room of the Sheraton Cadillac Hotel was open to those attending the Michigan Allied convention as well as Variety Barkers and Barkerettes. Honored was Richard Graff, member of the crew, departing to take charge of Universal's Chicago branch.

On that day, clubrooms were to be kept open until 2:00 a.m. to provide hospitality to conventioners who had previously gone to see U-I's pre-release premiere of "Lover Come Back," starring Rock Hudson, Doris Day, and Tony Randall, at the Michigan.

Among invited guests were Stella Stevens and Carroll Baker, in town as guests at the convention.

L.A. Ad Agency Files Suit Against Pathe

LOS ANGELES—A law suit for \$1,200,000 was filed in the Superior Court of California on behalf of Advertising Engineers Corp., Los Angeles, by attorney Gordon Levoy, against America Corporation, Motion Pictures Investors, Inc., Pathe-Alpha Finance Co., Pathe America Distributing Co., Inc., Pathe Laboratories, Inc., Producers and Distributors Finance Corp., Republic Pictures Corporation, Sutton Pictures Corp., and Theatre Owners of America. Among those named in the complaint respecting the transactions sued upon is William Zeckendorf of Webb and Knapp.

According to the complaint, Pathe Laboratories, Inc., acting for itself and the other defendants, sought the assistance of Advertising Engineers Corp. as a marketing organization in the selling, advertising, and exploitation of certain motion pictures to be produced. Under a written agreement prepared by the defendant, the compensation to Advertising Engineers Corp. would be an amount equal to five percent of the gross receipts to be realized from these pictures.

It is alleged by Advertising Engineers Corp. that after a number of motion pictures had been produced and some entered into distribution, that the defendants deliberately and wilfully withheld compensation. One of the pictures mentioned as being involved is "The Deadly Companions," which is currently in release.

Not only does the complaint include an action for declaratory relief, breach of contract and accounting, but it alleges fraud and conspiracy to defraud on the part of the defendants.

Advertising Engineers Corp., an advertising and marketing agency, is managed by Edward R. Halperin, its president. Halperin, in the past, produced over 40 motion pictures for United Artists, Universal, First National, and other distributing companies, and he was a producer at Metro-Goldwyn-Mayer and Paramount.

Sutton Names Goodrow

NEW ORLEANS—Fred F. Goodrow, long established in film distribution throughout the south, has been appointed sales agent for Sutton Pictures, it is announced by Budd Rogers, Sutton president.

LONDON Observations

by Jock MacGregor

ONE PERSON, I suspect, was rather relieved that Earl Mountbatten of Burma was detained abroad and unable to make the presentations at the Variety Club dinner dance at the Dorchester when International European Representative C. J. Latta handed over the 1960 Heart Award to the London Tent. That was David James. The night was a big enough ordeal for this modest and retiring publicist who was being honored personally for having been press guy almost continuously since the Tent was formed 12 years ago. In the First Sea Lord's absence, Dickson Wright presented David and Ettie, his wife and secretary, with a silver tea service inscribed with the names of the chief barkers they have served.

To all intents and purposes, this was the Jones' evening, and there was no doubt how the 600 barkers and guests present felt about them. The reception was heartwarming. David is always where the work is. Not only does he do a tremendous job for Variety, but he is a power of strength behind the Cinema Trade Benevolent Fund and the Film Industry Publicity Circle.

How he ever finds time for his job as director of publicity and advertising for the Associated British Picture Corporation is a mystery, but he has his finger on the most modest operation in this vast organization. He has enormous vision, imagination, and drive, and there is no better or more respected publicist. He is one of the few these days who really goes out and meets the press and encourages the pressman to drop casually into his office for a chat. He is no 10 to 5 operator. Now Ettie and he have gone off on a well earned continental vacation to relax, with the ordeal nicely behind them.

It was a specially proud night for those of us who were inducted as barkers at the inaugural meeting of Tent 36 back in 1949. Few of us could have dreamt how this great movement which C. J. Latta brought with him to London would grow to become among the most important and active charity organizations in the country.

THE STREATHAM ASTORIA after extensive modernization and redecoration, reopened in grand style with a gala evening as the Odeon. The Egyptian style decorations have been replaced with a modern design, the proscenium swept away to allow for a wider screen, new box offices and kiosks installed, and 446 seats removed to reduce the capacity to 2127 to allow for greater leg room. Vic Powell, John Behr, Ivor Smith, and all the Rank Theatres top brass were present to welcome producer Betty Box, director Ralph Thomas, and a host of stars who were escorted through south London to the theatre by a "scooter-cade" of 150 motor scooters carrying pennants. The opening attraction was Betty's "No, My Darling Daughter." It was a thoroughly pleasant evening.

THE MOST GLITTERING premiere in a long while launched "Fanny" at the Warner before a beminked audience. The circle foyer was converted into a waterfront bistro, and before the screening, the star studded guest list was regaled with vino and oysters. Though the press were lukewarm in their notices, devoting much space to memories of the original Raimu series, the audience lapped up the Joshua Logan confection. Across the way at the Leicester Square, "Taste of Honey" was being unveiled. Starting virtually where "Saturday Night Sunday Morning" left off, this sexcursion into lower class morality leaves nothing out in its probing into life—even the kitchen sink appears grubby. It has received a rave press. . . . As fearsome as the "bomb" is the prospect of the inevitable spate of prison stories which must come from the authors and playwrights jailed for their anti-nuclear weapons activities. . . . Coinciding with the Board of Trade report that the total sales of discs are seven per cent up so far this year, Grafton Green's latest "Look at Life," "For the Record," examines the disc trade and traces the recording, production, and distribution of a pop record featuring Helen Shapiro, the very self confident 14 year old singer. It is one of the best so far.

CANADIAN Highlights

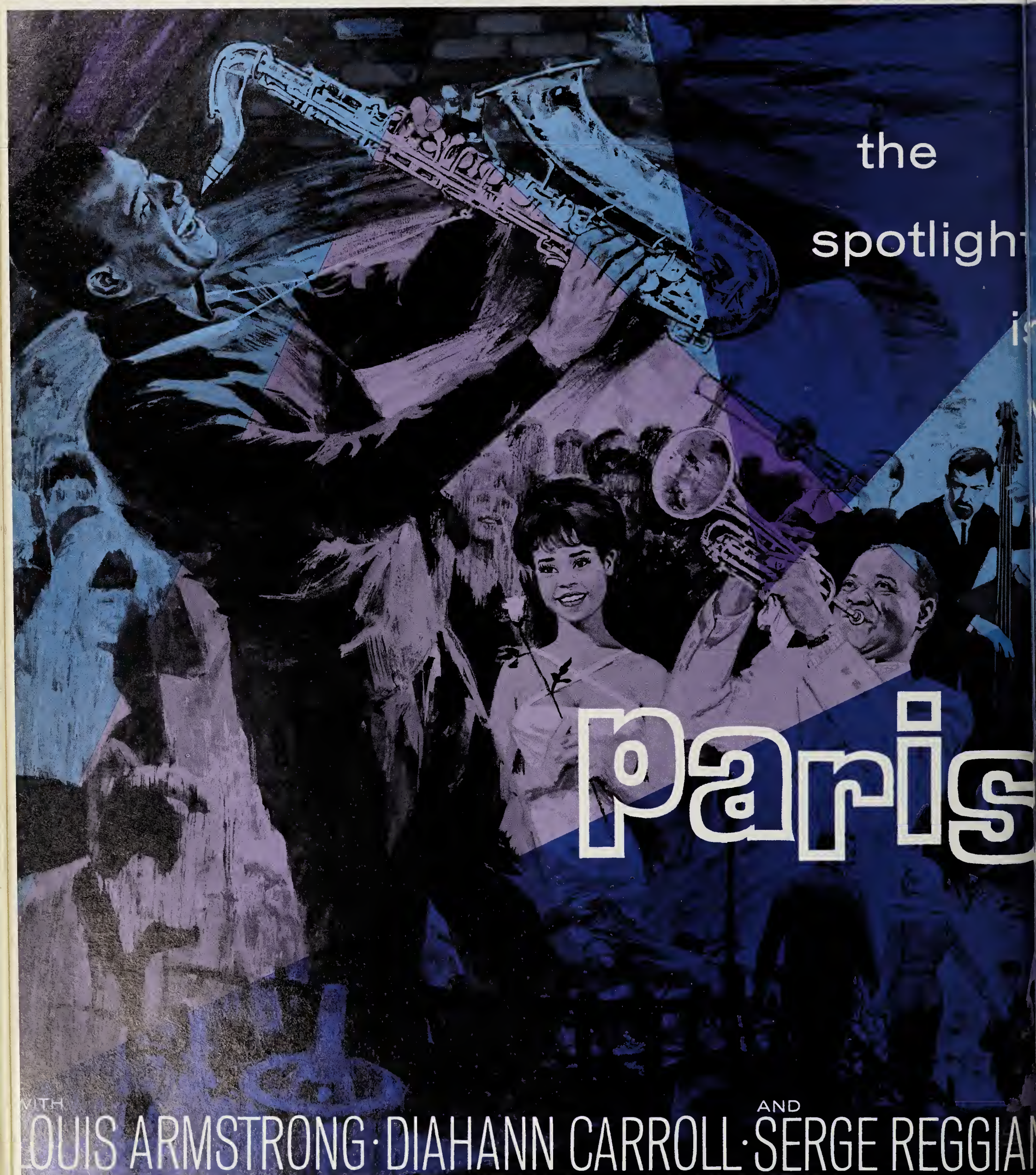
By Harry Allen, Jr.

"BEN-HUR" through its extended runs shows continued strength. After a year's hard-ticket run in Toronto, the picture did healthy business in Famous Players' multiple-run setup and it is still to play the drive-ins. In Sudbury, it did turnaway business at 20th Century Theatres' drive-in after the in-town engagement, and the same thing happened in Ottawa. A French-language version is now running at the Champlain and Cremazie theatres in Montreal and may go six weeks. A healthy curiosity is being created in the picture's business at the drive-ins when it opens. It will indicate, observers say, that drive-in audiences are almost untouched by what goes on in covered theatres.

CHARLES S. CHAPLIN, general manager of United Artists and public relations chairman of the Motion Picture Industry Council of Canada, in an address, stressed the importance of the motion picture theatre to the community and the absurdities of motion picture censorship. He addressed a luncheon meeting of a suburban Rotary Club. He said that even now one of the first buildings in new northern communities is a movie house, sharing the honor with a church, school and perhaps, a restaurant. A theatre helps meet entertainment needs as well as being important to places of business. He pointed up the inconsistency of censoring films for theatres, while TV programs escape such restrictions. A handful of people, he said, impose their tastes on the great public. He told of how the Province of Saskatchewan refused its population the privilege of seeing "Never On Sunday," while the rest of the country was able to see the film.

PENNEBAKER PRODUCTIONS and DIANE PRODUCTIONS present

PAUL NEWMAN JOANNE WOODWARD



the
spotlight

paris

WITH LOUIS ARMSTRONG · DIAHANN CARROLL · SERGE REGGIANI AND

ADAPTATION BY LILLA ADLER · BASED UPON A NOVEL BY HAROLD FLENDER · MUSIC BY DUKE ELLINGTON · GEORGE GLASS AND WALTER

EDWARD SIDNEY POITIER



Youth!
Romance!
Excitement!

Olives

SCREENPLAY BY
MARK SHER · IRENE KAMP AND WALTER BERNSTEIN

PRODUCED BY
ALFRED HITCHCOCK · SAM SHAW · MARTIN RITT

**DATING STARTS
SEPT. 28 in:**

ATLANTA — Loew's Grand
PROVIDENCE — Loew's State
BUFFALO — Shea's Buffalo
CHARLOTTE — Manor
CHICAGO — Roosevelt
CINCINNATI — Keith's
CLEVELAND — Loew's State
DALLAS — Palace
HOUSTON — Loew's State
DENVER — Paramount
ST. LOUIS — Loew's State
MEMPHIS — Loew's State
SAN FRANCISCO — United Artists
SEATTLE — Coliseum
MILWAUKEE — Wisconsin
MINNEAPOLIS — Mann
NEW HAVEN — Loew's College
NEW ORLEANS — Loew's State
NEW YORK — Astor
OMAHA — Skyview-Chief-Admiral
PHILADELPHIA — Goldman

**...AND
IN SELECTED
THEATRES in:**

BOSTON · DETROIT
INDIANAPOLIS · JACKSONVILLE
FT. LAUDERDALE · MIAMI
MIAMI BEACH · KANSAS CITY, MO.
KANSAS CITY, KAN. · LOS ANGELES
SALT LAKE CITY · OAKLAND
WASHINGTON, D. C. · BALTIMORE
DES MOINES · PITTSBURGH

THRU
UA



The NEW YORK Scene

By Mel Konecoff

SOME TIME AGO, we came across the news that Walter Reade's Continental Distributing had taken on a large group of features made especially for children, which sounded like the answer to many an exhibitor's prayer, if he was loath to keep replaying the old Abbott and Costellos and others over and over again.

We followed what happened pretty closely, checking with some of the theatres that played the films as a test during the summer, and checking also on the reaction of attending youngsters and their parents. While no records were set, business was fairly good and reaction to the films was even better. It indicated that a proper campaign should find an audience waiting.

So, last week, Reade invited representatives of leading civic organizations in the metropolitan New York area to a preview presentation of the "Adventure Series." Also in attendance were several hundred sub-teen youngsters from local public and private schools, as well as representatives of exhibition and the press.

They heard him report that about 20 theatres have agreed to play the films in a second wave of tests, and that other theatres have wanted to play the films but the number of prints is limited. Before he makes up more prints, he wants to be assured of organizational and public support and that theatres will be able to make a bit of money with the attractions—not much, but slightly better than the break even point.

Said Reade, there is a need for these films, and they haven't been made in large number due to economic reasons. "We have a simple problem," said he. "These films have to be shown successfully at the boxoffice and we need the support of parents and pertinent organizations. If this is forthcoming within 12 months, then the films will be shown coast-to-coast by exhibitors everywhere."

He reported that the makers of the film, the Children's Film Foundation of England, was interested in an exchange of films with America if there were a similar organization here. If such were the case, he would be interested in cooperating with it. He speculated that the USSR, which has desired an exchange of films for children similar to the one effected by the two countries on the recent adult film cultural exchange, may come through with some more needed children's pictures.

Reade emphasized the imperative need for well planned and coordinated film showings for the sub-teen audiences. The success of the "Adventure Series" in England, Canada, and other countries prompted Reade to introduce these programs to local youngsters and adult organization leaders interested in child welfare here. He urged his audience to judge the films strictly from the viewpoint of the children, and not as general entertainment entries.

The audience and children's reaction was very good at the Mayfair Theatre where the showing was held.

DATE DEPARTMENT: Kim Novak said, "Pipe Smokers make the worst dates. A man with a pipe in his mouth is about as romantic as a love affair with exploding tear gas. He keeps blowing smoke in your face, and at the end of the evening you're ready for artificial respiration or an oxygen tent. The pipe keeps going out and he keeps lighting it and the conversation keeps going out. A pipe smoker never finishes a sentence, because he can't talk while he's puffing and relighting. He pays more attention to his pipe than he does to the girl he's with."

Well, guess we won't ask her for a date.

Astor Enters Music Field

NEW YORK—George F. Foley, president of Astor Pictures, Inc. has announced the appointment of Tony Wilson as general manager of the film company's music operations. Wilson will organize the music publishing firm and form ASCAP and BMI affiliates immediately.

AA Int. Ups Satori

NEW YORK—Norton V. Ritchey, president, Allied Artists International Corporation, has announced that William Satori has been elected secretary of the corporation, at a board of directors meeting of AA International.

Satori has been in charge of the company's Continental European business.



Samuel J. Briskin, Columbia Pictures' vice-president in charge of west coast activities, recently hosted a special preview of "The Guns Of Navarone" at the Directors' Guild Theatre in Hollywood, and among those present were director J. Lee Thompson, producer Carl Foreman, femme star Gia Scala, Sol A. Schwartz, and Mrs. Schwartz.

Instant Sync. Formed; Eases Dubbing Task

NEW YORK—Formation of Instant Synchronization Corporation as the world-wide production and licensing organization of the post-synchronization and dubbing process, Instant Sync, was announced by Jean H. Lenauer, president, and Myer P. Beck, secretary and treasurer.

The Instant Synchronization Corporation will put into immediate production the construction of additional machines for the post-synchronizing and dubbing of English and foreign films of all languages. Plans for extension into international operations will also be effected.

Jean Lenauer has been appointed general manager of the corporation. Dennis Gunst, inventor of the new method and apparatus, will also be located in the same offices.

At the corporation's first stockholder's meeting, a five-man board was elected consisting of Jean H. Lenauer, Myer P. Beck, Ephraim London, William J. Ruane, and Edward B. Goodnow.

Instant Sync is an invention for post-synchronization and dubbing which eliminates the present slow and expensive procedure and provides an accurate, almost instantaneous method of performing these tasks.

Completely eliminating the present method of loops. Instant Sync uses an electronic audio principle wherein the original sound track is electronically adjusted to the natural pauses and rhythms in the speech pattern.

AA-TV Names Two

NEW YORK—Robert B. Morin, vice-president and general sales manager of Allied Artists Television Corp., announced the appointment of Allan Roberts as eastern division sales manager for the company.

Roberts has been with the parent company, Allied Artists Pictures Corp., for three years and will headquarter at Allied Artists New York office.

Morin also announced the appointment of James C. Stern as central division sales manager for Allied Artists Television Corp.

Stern comes to his new assignment with many years of experience in the television sales field. His most recent assignment was with United Artists Associated. Before that he was with Sterling Television Company.

UA Promotes Oshry

CLEVELAND—Sam Oshry, a salesman in the the United Artists Philadelphia branch office, has been promoted to the post of branch manager here, it was announced by James R. Velde, UA vice-president in charge of domestic sales.

Oshry, who has held sales management positions with other film distributors, joined United Artists as a salesman in Philadelphia in 1960. He succeeds David Rosenthal, who has been appointed sales manager of the UA Washington, D. C., branch.

Vitalite Names Two

NEW YORK—In line with recently concluded plans to strengthen Vitalite Film Corp's distribution in the field, Sig Shore, president, announced the appointment of Ellis Gordon, Ellis Gordon Films, Boston, to handle the New England territory.

Shore also announced the affiliation of Charles Zagrans, Arrow Releasing company, with Vitalite to handle the Philadelphia territory.

"How I Would Sell . . .

THE DEVIL AT FOUR O'CLOCK

Columbia Shocker
With Top Name Draw
For Big Returns

"IT IS HARD FOR A MAN TO BE BRAVE WHEN HE IS GOING TO MEET THE DEVIL AT FOUR O'CLOCK."

This old Spanish proverb becomes the basis of one of the most awesome, most thrilling, most heart-ripping stories ever to be made into a most important Columbia picture.

It was quite a coincidence that, at the very moment this assignment of HOW I WOULD SELL "The Devil at 4 O'clock" reached me, I was reading the book . . . and I was thinking these very words: "How WOULD I Sell This Picture"! So . . . here goes! I haven't finished the book but I peeked at the ending—deadline for this article is fast approaching.

In my opinion this picture is one that will require a real hard sell along with a completely "informative" campaign. Two proven stars head the cast and full advantage of their past successes, along with their Academy Award honors, should be utilized. Natural location shooting should be mentioned, and above all, the stature of the picture should be built up so that the public will recognize it as a truly GREAT effort.

ADVANCE

As soon as possible . . . in advance, a pass-out herald, about 4" x 5" (folded) should be executed with inside spread on the picture and play dates . . . front and back made up very dramatically, with a big hand pointing directly at the reader (a large, bold question mark will do) along with bold faced copy, i.e.: ARE YOU READY TO MEET THE DEVIL AT 4 O'CLOCK? These should be passed out at the theatre,

An interesting wall lobby display can be created using the novel title treatment in the shape of a mountain blown up from the 24-sheet and a series of stills to present the story.

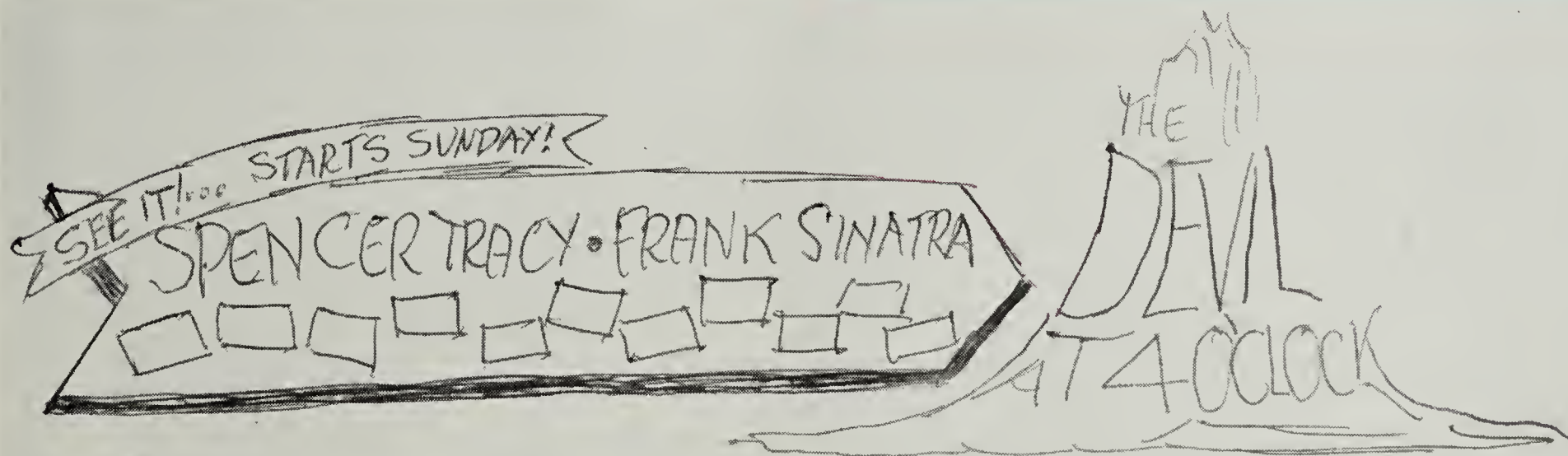
An Exclusive **SHOWMANALYSIS** Prepared by—

THOR HAUSCHILD, Manager
Jesse James Drive-In, Toledo, Ohio



ABOUT THE AUTHOR • Thor Hauschild was literally born and raised in theatre business. Birthplace was Spokane, Wash. First actual pay check at age of 12 as usher at the Grand Opera House in Davenport, Iowa. Managed first theatre (the Garden at Davenport, an A. H. Blank theatre) at age of 18. Has been affiliated throughout the years with Blank, Publix, Balaban and Katz, Great States Theatres, Monarch, and the Schine Circuit. Experience covers every phase of theatre business. Now associated, happily, for the past 10 years with the Armstrong Circuit theatres of Bowling Green, Ohio. In addition

to management duties at the DeLuxe 1200 car Jesse James Drive-In, Toledo, he does the actual newspaper layouts and hand drawings for five Toledo drive-ins and assists throughout the circuit when and where his talents as artist, advertising man, and exploiteer are needed. Thor is married and the proud father of son, Thad, 21, a Bowling Green State University Senior, majoring in public relations. Thad has become "Pop's Right Arm," having just completed his first summer management assignment at the Starlite Drive-In, Toledo. Thad and dad look toward a great future together in theatre business.





In the great high-adventure tradition of "The Guns Of Navarone" and "The Bridge On The River Kwai"!

TOP, an ad which ties the dramatic impact of the film in with hits like "GUNS OF NAVARONE" and "BRIDGE ON THE RIVER KWAI." CENTER, the two boxoffice stars, Spencer Tracy and Frank Sinatra, in a scene from the film. BOTTOM, the 24-sheet, just one example of the excellent paper available on this high adventure drama to create public want-to-see.

stuffed in mail, passed out house-to-house, etc. Teaser tack cards should go up at the same time with the same punch question.

A News Reel type teaser trailer should be used playing up the human interest predicament of the Children's Hospital on the mountain and the final destruction of the island. This teaser should run two weeks prior to play date . . . and should be spotted as a News Clip, even after regular trailer is scheduled for showing.

A six-sheet traveling billboard should be used at least one week in advance to cover as many "away from theatre" activities as possible and to roam through the shopping centers. If sound is permitted on the streets, the earthquake record furnished by Thomas Valentino is quite effective for this ballyhoo. At the shopping centers, the attendants with the traveling billboard should pass out samples of "Volcanic Lava" properly bagged and tagged according to instructions that will be found in the press book on this picture.

A large lobby wall display should make its appearance at least two weeks in advance. This display should utilize the mountain and title from the 24-sheet, mounted and cut out of beaver board as illustrated. Star names should be carried on a large arrow cutout as indicated, with stills mounted so that the story is outlined in pictures from left to right. Play date panel should be added one week in advance of opening.

Popular Library's paper-back edition of the novel "THE DEVIL AT 4 O'CLOCK" is now on the news stands, and I understand that full page book-movie ads are being carried in 18 current Popular Library books and seven magazines. Full advantage should be taken of this media carrying promotions into Drug Stores, Super Markets, Bargain Barns, etc., with counter and window displays. Be sure that sufficient stills, title and date cards, etc., are furnished so that good representation is given to theatre, picture and play dates. It is entirely possible to promote a quantity of the paperback books to be used as giveaways and prizes during the advance campaign.



A special "4 O'clock Tea Time Screening" should be scheduled for religious figures—both lay and clerical, with effort toward church bulletin announcements, sermons, and possible block ticket sales. Don't be negligent with details . . . serve 'em tea and cakes and be sure they have sufficient material on the picture to carry away with them . . . including a gift wrapped copy of the book.

Radio should be used! Every heads-up theatre manager is well acquainted with one or more of the popular disc jockies in his area. Get them excited about this attraction! Buy some time if you feel you have to . . . the stature of this picture deserves some extra over-budget expenditures. But, for every dollar spent, get five free from your friends, the D.J.'s. Set up a personal long distance phone interview with one of the principals from the picture. Have it broadcast direct or by tape play-back and then offer your friends, the D.J.'s, theatre tickets, books, and star photos to be used as contest prizes for the listeners who gather and compile the largest assortment of advertising and publicity material on the picture and the two stars. If this contest is handled properly and with the right kind of enthusiasm from the D.J.'s, the returns will be good. Call it a "Search For Ads" . . . "The Devil's Treasure Hunt?" . . . whatever you think will catch the imagination of the listeners to entice them to join the contest.

If facilities and budget are available, a saturation of 10 second television I.D.'s on the opening day will be money well spent. Pound across the message; TODAY'S THE DAY! . . . make it URGENT!

A valance should grace your marquee . . . A large flag should hang above your sign and a special front should be used . . . all shouting the message of a REALLY BIG and IMPORTANT Motion Picture!

NEWSPAPER

Going forward into my earlier mention of working toward an "informative" campaign, the news-art editor of your paper should be contacted and "sold" to run a "story in pictures" series using scene stills with appropriate editorial to bring forth the story outline.

I have not seen the ads that will be available from Columbia . . . but from my experience, I'll bet they'll do a bang-up selling job. From an advance proof of the litho paper soon to be available, the association of this picture with "River Kwai" and "Guns of Navarone" is excellent selling. Incorporated into the ads should be a Management Endorsement . . . a Manager's Guarantee . . . or a Personal Chat with your prospective customers. The picture deserves it! Call it an "X-Ray View" if you like and lift some of the fine copy from M. P. EXHIBITOR's "X-Ray" found at the bottom of the review in the pink section . . . but by all means get chummy with your customers on this one and tell them how come its such fine entertainment.

"THE DEVIL AT 4 O'CLOCK" is a property that truly justifies the existence of the Motion Picture Theatre. It is an *important* asset, one that you'll be proud of . . . but one that must be *worked* for maximum results.

TOP, an example of the interesting art available on the film, suitable for lobby display as well as planting in newspaper feature stories prior to playdate. Several such scenes are available. **CENTER**, a scene still depicting one of the real stars of the feature, the shattering special earthquake effects as a volcano erupts and an entire island sinks to the bottom of the sea. **BOTTOM**, an example of taking advantage of the natural tieup between the film and the paperback book. This is a film based on a best-selling novel, and as such, affords exhibitors with an excellent opportunity to tie in with the many retail outlets that feature paperback book displays.



READ THE BOOK — SEE THE MOVIE



See The MERVYN LeROY—FRED KOHLMAR Production
Starring **SPENCER TRACY** and **FRANK SINATRA**
A COLUMBIA PICTURES Release in EASTMAN COLOR

Allied's Fine Asks WB To Review Kiddie Policy On "Fanny" Playdates

DETROIT—As still another indication of the revitalization of Allied States Association and of its alertness to contemporary problems, Marshall H. Fine, president, has written a temperate but firm letter to Charles Boasberg, sales manager of Warner Bros. Pictures.

The subject matter is the demand of the distributor that "Fanny" must, during its engagements, be shown at kiddie shows. Fine has two objections, the most important one being the Warners policy on its new contracts, and the other the unsuitability of "Fanny" for youngsters' programs.

Fine writes he has discussed the forced showings with many exhibitors. He recalls the recent new contracts were amended slightly at the request of ACE, Allied, TOA, and others, allowing exclusion of undesirable features at kiddie matinees. This was accomplished by writing this proviso on the face of the contract.

Fine feels strongly that Warner Bros.' interpretation is not well-founded. It rests on the commendations of a Milwaukee group, with reference to "Fanny" (with which salute Fine agrees). However, he contends, the Milwaukeeans did not make reference as to the suitability of the picture for moppets. As evidence that Warner Bros. should not be in-

sistent, he refers to the Legion of Decency rating, A-2, "for adults and adolescents"; The Green Sheet comment, "adults and mature young persons"; and "Parents" magazine, which specifies this is no fare for moppets.

"Charley," wrote Fine, "I want to play this picture in my theatres, and I am sure there are many hundreds of exhibitors, both in Allied and out, who want to play it also. But I cannot, and undoubtedly many others feel they cannot, play this on my Saturday kiddie matinees."

Fine also protested a proposal by Boasberg that another feature be played, giving Warner percentage receipts even if the exhibitor would not show the picture. He describes this as "featherbedding," "repugnant," and a departure in which exhibitors felt they were being "taken," and hence resented.

In a closing leaving the door wide open for agreement, Fine again refers to Warners' policy of not insisting on unsuitable films for kiddie matinees.

His last sentence in the letter was, "Please let me hear from you, and further, let me hear in such a manner that it will become obvious to all exhibition that the co-operation so necessary between the segments of this industry for its overall success is still genuinely evident on Warners' behalf."

New Dynamation 90 Makes Fantasy Fact

ROME—Dynamation 90, a new technological development in motion picture photography, will be introduced in Charles H. Schneer's production of "Jason and the Golden Fleece," filmization of the classic Greek legend, which goes before the cameras this month on locations throughout southern Europe for Columbia release.

The new screen process, according to its inventor, Ray Harryhausen, involves the use of two forty-five degree prisms juxtaposed to guarantee true registration of subjects for any given perspective.

The system also involves a new multiple exposure technique called dyno-synchronization which assures a realistic and accurate projection of images of varying sizes and proportions with maximum definition and depth of field vision.

Noted artist, cinematographer, and creator of the revolutionary Dynamation screen process first introduced by Charles Schneer in "The 7th Voyage of Sinbad," Harryhausen has been perfecting Dynamation 90 for the past two years, under the auspices of Charles Schneer Productions.

Filming of "Jason and the Golden Fleece" has been timed with the development of the new system so that certain visual effects involving mythological characters and phenomena could be achieved, Schneer disclosed.

"The new technique affords unlimited possibilities in transforming fantasy into motion picture reality and creating visual effects heretofore considered but not able to be achieved," Schneer explained.

In "Jason and the Golden Fleece," for example, Dynamation 90 will be used to create sequences of Jason's flaming chariot flying through space, a colossal temple of the gods at Mount Olympus, mountains clashing together, the destruction of the gargantuan bronze god Talos, female-formed harpies swooping down to ravage Phineus, Jason battling monstrous multi-headed Hydra, and the Argonauts led by Jason engaging an army of skeletons.

Schneer estimated that more than a half-million dollars was spent to develop Dynamation 90 and the special cameras and equipment required to perfect the system over a two year period.

Blake Quits Favorite Films

LOS ANGELES—Foster Blake, well-known distribution and sales executive, has resigned from Favorite Films of California, Inc., where he has served as general sales manager for the past two years. His leaving is effective Sept. 29. According to N. P. "Red" Jacobs, president of Favorite, no successor will be named to the position at this time.

Film Exchange and Dealer Listing for the JACKSONVILLE FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• Film Delivery Service

ALLIED ARTISTS, 331 E. Bay St.—ELgin 3-7347

Br. Mgr.: Robert Bowers. Office Mgr. and Sales: Harry Clark. Cashier: Joyce Malmberg. Emerg. Phone: EVERgreen 4-1188.

BUENA VISTA (Disney), c/o National Film Service, 222 N. Myrtle Ave.—ELgin 4-6795

CAPITOL RELEASING, 137 E. Forsyth St.—ELgin 6-5737

Br. Mgr.: Charles King. Cashier: Jeannette Cooper. Emerg. Phone: VALley 9-8835.

COLUMBIA, 11 North Ocean St.—ELgin 3-5501

Br. Mgr.: Ed McLaughlin. Office Mgr.: Ernest Pellegrin. Sales: Don Weidick, Marvin Schubert. Bookers: Mamie Newman, Douglas Walker. Cashier: Philomena Eckert. Emerg. Phone: RAYmond 5-1593.

HOWCO, 122 E. Bay St.—ELgin 5-2697

Office Mgr.: Joe Thrift. Booker: Flora Walden. Emerg. Phone: FLanders 9-7963.

METRO-GOLDWYN-MAYER, 501 E. Forsyth St.—ELgin 6-1536

Br. Mgr.: Fred Hull. Office Mgr.: Howell Owens. Sales: Charles Turner, Jennings Easley, Warren Teal. Head Booker: Max Stepkin. Booker: Jack Seifert. Cashier: Elizabeth Blanford. Emerg. Phone: STEPkin, POplar 4-4796

PARAMOUNT, 128 E. Forsyth St.—ELgin 6-7162

Br. Mgr.: Fred Mathis. Office Mgr. and Head Booker: Herman Allen. Sales: Dixon Regan, Robert Stevens. Bookers: Dave Harris, Vann Burney, Howard Bunch. Cashier: Nadine Eddinger. Emerg. Phone: EXbraok 8-1076.

20TH CENTURY-FOX, 341 E. Bay St.—ELgin 6-2426

Br. Mgr.: Thomas P. Tidwell. Office Mgr. and Cashier: K. F. Jackson. Sales: George Friedel, Walter Pawell, Marvin Skinner. Head Booker: Richard Lewis. Bookers: Clifford Wilburn, Carol Thomas. Field Exp.: Ed Hale. Emerg. Phone: POplar 5-7060.

UNITED ARTISTS, 128 E. Forsyth St.—ELgin 3-4476

Br. Mgr.: Byron Adams. Office Mgr.: O. Glenn Gryder. Sales: C. H. "Buck" Robuck, Louis Pauza. Bookers: Sarah Keller, Doris Posten. Cashier: Kay Dilena. Emerg. Phone: RAYmond 4-8843.

UNIVERSAL-INTERNATIONAL, 331 E. Bay St.—ELgin 4-3761

Br. Mgr.: W. A. McClure. Office Mgr. and Head Booker: Oliver Mathews. Sales: E. O. Bledsoe. Booker: Barbara Greenwood. Emerg. Phones: RAYmond 5-3621, 5-5049.

WARNER BROS., 128 E. Forsyth St.—ELgin 4-3647

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• Supply Dealers

SERVICE CONCESSIONS & VENDING CO., 139 W. State St.—ELgin 3-4123

ROY SMITH CO., 365 Park St.—ELgin 3-9140

• Signs, Advertising and Printing

ART DISPLAYS, 111 E. Bay St.—ELgin 3-1630

FUTCH LETTER SHOP, 228 E. Forsyth St.—ELgin 5-3606

THE MILLER PRESS, 104 Jefferson St.—ELgin 3-3907

PHOTO REPRODUCTION CO., 1611 San Marco Blvd.—EXbrook 8-8504

LEO WITT PHOTOGRAPHS, 28 E. Bay St.—ELgin 4-6288

• Service Companies

ALTEC SERVICE CO., 774 Wren Road—ELgin 4-8484

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RUSSELL-BARTON FILM CO., 4853 Waller St.—EVERgreen 9-7218

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

Watch for them!

NEXT!

New York City Territory

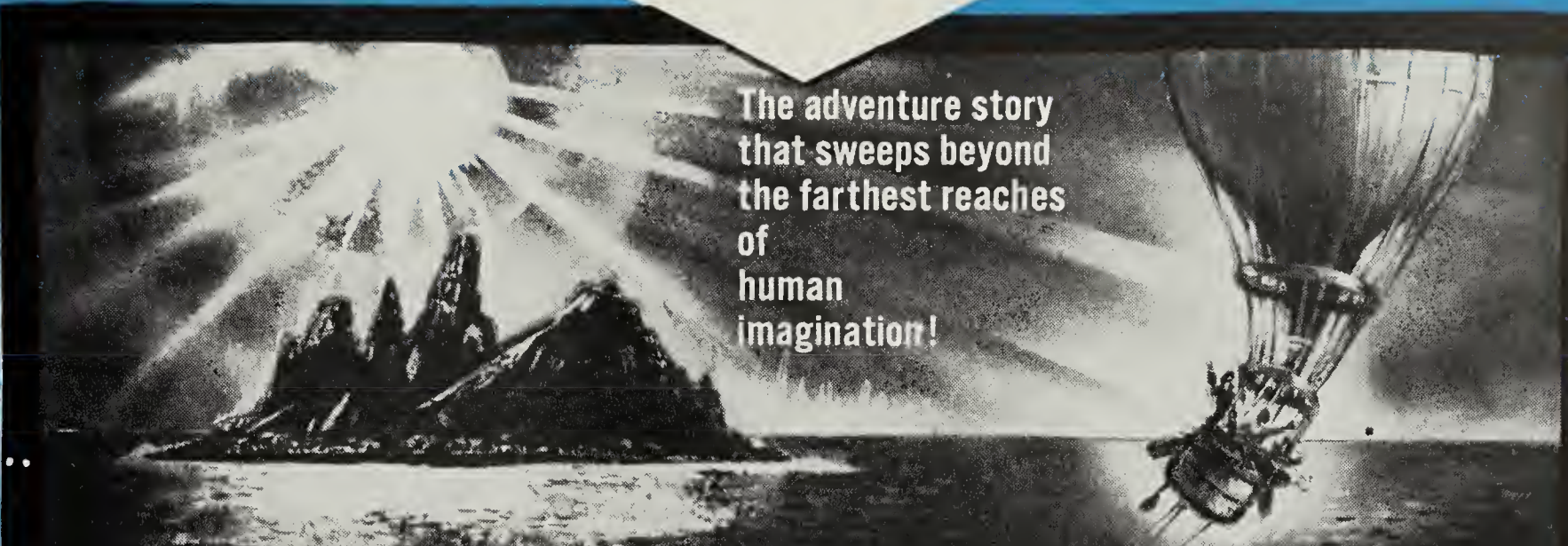
Issue of October 4

Oklahoma City Territory

Issue of October 11

Save Them!

From
**CHARLES
H.
SCHNEER**



The adventure story
that sweeps beyond
the farthest reaches
of
human
imagination!

MYSTERIOUS ISLAND

SUPERDYNAMATION

A
CHARLES H. SCHNEER
Production

COLOR

Starring **MICHAEL CRAIG · JOAN GREENWOOD · MICHAEL CALLAN · GARY MERRILL · BETH ROGAN** and **HERBERT LOM** as **CAPTAIN NEMO**

Screenplay by JOHN FREEBLE, DANIEL ULLMAN and GRANE WILBUR · Visual Effects Created by RAY HARRYHAUSEN · Directed by OY ENFIELD

Now filming on location in Spain, England and Italy!

JASON AND THE GOLDEN FLEECE



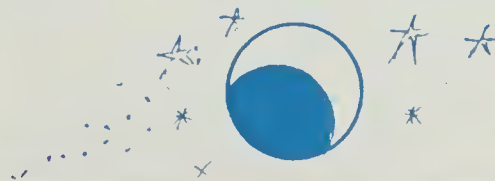
DIRECTED BY DON CHAFFEY FROM THE SCREENPLAY BY JAN READ AND BEVERLY CROSS
Associate Producer **RAY HARRYHAUSEN**

THE GOLDEN ASS



Based on the Robert Graves translation
Produced by Tom MacGowan

H. G. Wells' Classic FIRST MEN IN THE MOON



ALL FOR COLUMBIA RELEASE!

FOR
WORLD-WIDE
CHRISTMAS
1961
RELEASE

BEFORE
THE CAMERAS
IN COLOR
DURING
THE FALL
OF 1961

AND BEING
PREPARED
IN COLOR
FOR MAJOR
PRODUCTION
IN 1962
AND 1963!

England Eyes The World Market



"GO TO BLAZES," Associated British production, stars Dave King and Robert Morley. It was produced by Kenneth Harper and directed by Michael Truman.



New World Pictures' comedy thriller, **"WHAT A CARVE UP,"** stars Sidney James, Kenneth Connor, and Shirley Eaton. It was produced by Bob Baker and Monty Berman, and directed by Pat Jackson.



"DON'T BOTHER TO KNOCK" is a Richard Todd/Haileywood Production for Associated British. Starring Richard Todd, Nicole Maurey, and Elke Sommer, it was produced by Frank Godwin, directed by Cyril Frankel.

British producers have always been puzzled by the resistance of American exhibitors to book their pictures. Everywhere else in the world they stand with comparable product from other countries. Currently, even in the United States, "Guns of Navarone," "The Naked Edge," and "Saturday Night and Sunday Morning" have been doing standout business in general run theatres. The "Carry On" series also has hit the jackpot. But these are exceptions. A resistance exists despite the shortage of product and the British picture is all too often restricted to the art house.

Now Associated British has taken a challenging step. Under C. J. Latta's leadership, they are trying to ascertain the fullest reasons for the reluctance. They want the exhibitors' guidance in shaping the product which is highly successful in all other territories. In an advertisement in this issue, they ask: "If you're looking for box office hits, why not plan your future with Associated British—giving you films loaded—but loaded with mass appeal," and invited readers to write or cable.

The response is going to be most closely watched and queries and observations carefully studied. In their advertisement, Associated British announces four pictures which have been specially designed for the mass market in the most lighthearted of veins. In "The Young Ones," Cliff Richard, generally accepted as the British "pop" singer with the greatest chance of lasting—he has charm, a pleasing personality, and ability—has his biggest screen role. His appeal is to all age groups. He is supported by Robert Morley, Carole Gray, and The Shadows in this picture, which was directed by the promising young Canadian, Sidney Furie, and produced by Kenneth Harper.

Charlie Drake's second film is now completed. It is "Petticoat Pirates," a Naval romp in which the little comedian gets mixed up with the WRENS with hilarious results. Comedy is also the keynote of "Go to Blazes," in which Dave King stars with Robert Morley, Daniel Massey, and Norman Rossington. It was produced by Kenneth Harper and directed by Michael Truman.

Seeks Big Breakthrough In U.S.

"Don't Bother To Knock" is a lush CinemaScope romantic comedy in Technicolor. Richard Todd, who also produced, stars with a bevy of lovelies headed by Nicole Maurey, Elka Sommer, and June Thorburn. Cyril Frankel directed this picture, which has already been successfully launched in a number of international markets.

Latta and his colleagues at Associated British have great faith in this product. They believe it has mass appeal and want to make sure that exhibitors everywhere are able to play it to the full. As I have said already, they want to hear from exhibitors so that they can plan to everyone's mutual advantage.

This is a vintage year for British product. Quietly, and generally with the minimum of ballyhoo, an excellent line of pictures combining strong commercial potentials with artistic integrity have come from the studios. While British pictures have stood high in recent U.S. box office surveys, there has also been no difficulty in finding suitable pictures for film festivals.

Rank has recently presented three pictures of outstanding merit which have had things to say and have said them in an interesting manner without preaching. In quick succession, they have released "Flame in the Street," "Whistle Down The Wind," and "Victim." The first is a drama of color problems in England and stars John Mills and Sylvia Sim.

"Whistle" tells a tender, moving and deeply sincere story of a group of children who believe the man (actually a murderer on the run from the police) sleeping in a barn is Christ. Never mawkish or cloying, the film stars Juliet Mills, and despite outstanding press reviews, business has actually built through word of mouth publicity.

"Victim" is an exceptionally powerful film which never stoops to sensationalism to put over its plea for the law regarding homosexuals to be amended to stop it providing blackmailers with a meal ticket. Written and produced by the team that made "Sapphire," it stars Dirk Bogarde as a barrister who risks his career in his fight to expose the blackmailer.

Lion International is hoping to equal if not exceed the



Adam Faith stars in "WHAT A WHOPPER," another comedy riot in which he plays a budding young novelist with high hopes and many misadventures.



"PETTICOAT PIRATES" is an Associated British production starring Charlie Drake, Anne Heywood, and John Turner. It was produced by Gordon L. T. Scott and directed by David Macdonald.

"THE YOUNG ONES" is another Associated British production starring Cliff Richard, Robert Morley, Carole Gray, and The Shadows. It was produced by Kenneth Harper and directed by Sidney Furie.



success of "Saturday Night Sunday Morning" with Shelagh Delany's "A Taste of Honey," another down to earth subject with a little known cast. It has been produced and directed by Tony Richardson and was shot entirely on location in London and the north country.

Regal International aims its sights very much at the mass market, and their customers have had nothing to complain about with their recent offerings—"Treasure of Monte Cristo," "Fury at Smugglers Bay," and "What a Carve Up." Shortly they will be presenting "What a Whopper," a gay frolic involving the celebrated Loch Ness Monster, and starring Adam Faith, Sidney James, and Carole Lesley.

Anglo Amalgamated mainly specializes in comedy, but has a smattering of heavier stuff coming up. "Carry On Regardless" proved an excellent tonic for many box offices, and "Raising the Wind" is a light hearted comedy in color with a background of a musical college which appeals equally to broad and more sophisticated tastes.

Hammer Films under James Carreras continues to concentrate on shocks and horrors. Jim, indeed, has no worries about foreign markets and knows that generally his specialized line of product makes as much if not more out of the country than in Britain. Recently he has clicked with "Scream of Fear," "Stop Me Before I Kill," "Curse of the Werewolf," and "Terror of the Tongs."

The British studios are heavily booked for the future, though many of the bigger projects are Anglo-American in conception. These include "Billy Budd," "Satan Never Sleeps," "Road to Hong Kong," and "The Inspector."

It is a general feeling among producers abroad that the

climate has never been better for foreign-made productions to make a real dent in the rich U.S. theatre market. Several reasons are cited for this concensus, the major one being that a definite curtailment of American production in recent years has created a vacuum into which British films of general appeal can move.

Then, too, the one world concept of motion picture production is becoming ever more prevalent. More sophisticated film-goers demand the entire world as a background for their entertainment. The result has been a steady increase in co-productions between various nations. It appears that the time is rapidly drawing near when there will no longer be an American film, a British film, an Italian film, a French film, etc., but features produced for a world market and calling on the talents of many nations simultaneously.

The fact that many of the world's best known Hollywood personalities now reside on the continent is ample evidence of this change. When queried as to their reasons for such a choice, they have many reasons other than the obvious tax savings. Indeed, many do not even maintain their foreign status so as to take advantage of this saving.

The world is their sound stage now, and they wish to be near their work. Thus films are produced by English film-makers that have an international flavor and international personnel. Also, the decidedly British comedy is again high in world favor, and certain English stars are as popular in the U.S. as they are abroad.

It is with just such ammunition that British film-makers hope at last to establish a permanent beachhead across the Atlantic.



REGAL FILMS INTERNATIONAL

THE COMPANY FOR SHOWMEN!

SIX BIG BRITISH PRODUCTIONS

1 SEX-ADVENTURE
"THE
HELLFIRE CLUB"
IN DYALISCOPE & EASTMAN COLOUR

2 COMEDY, THRILLER
"WHAT A
CARVE UP!"

3 PIRATES, SMUGGLERS
THRILLS
"FURY AT
SMUGGLERS BAY"
IN DANASCOPE & EASTMAN COLOUR

4 COMEDY ADVENTURE
"OPERATION
SNATCH"

5 STRIP-TEASE CLUB EXPOSE
"JUNGLE
STREET"

6 SPECTACULAR COMEDY
"WHAT A
WHOPPER"

THREE NEW PRODUCTIONS IN PREPARATION
"ALL ON THE NEVER NEVER" | "THE LANCERS OF BENGAL" | "LEFT BANK"

REGAL FILMS INTERNATIONAL

NASCRENO HOUSE, 27/28 SOHO SQUARE, LONDON, W.1.

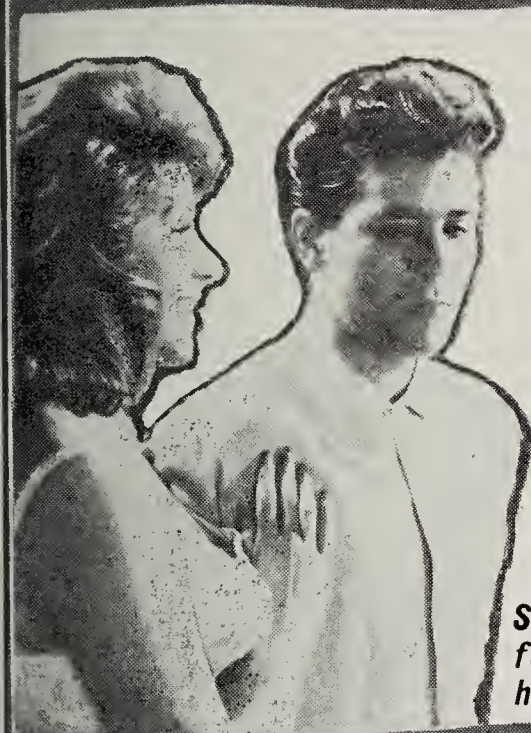
Telephone: GERrard 9372 (10 Lines).

GRAMS: REFILMS, WESDO, LONDON.
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If You're Looking For Box-Office Hits

why not plan your future with Associated British—giving you films loaded—but loaded with mass appeal!



THE YOUNG ONES

Starring
CLIFF RICHARD
THE SHADOWS

CINEMASCOPE
EASTMANCOLOR

*The gayest film musical in years
Stacked with appeal for the young in heart.*

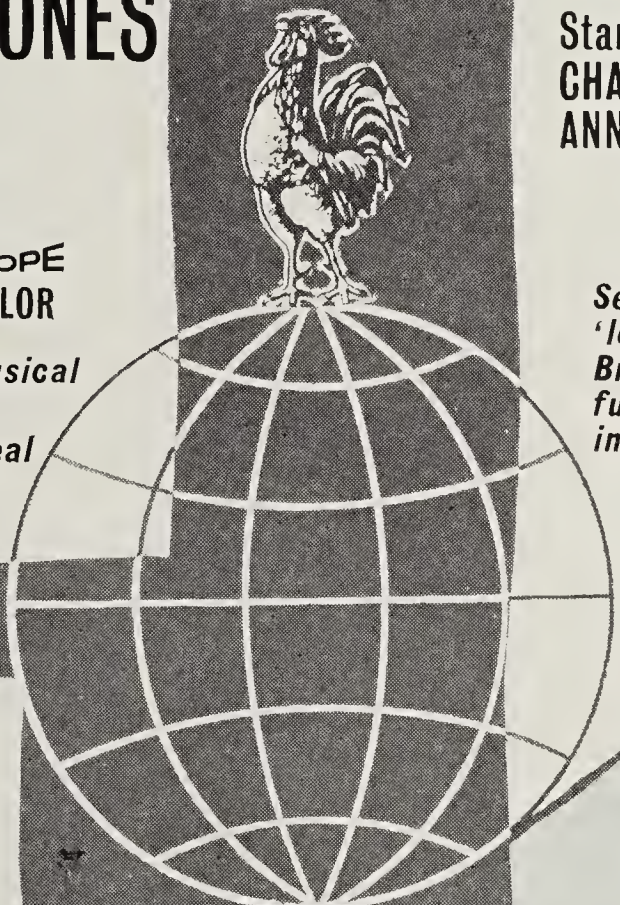


PETTICOAT PIRATES

Starring
CHARLIE DRAKE
ANNE HEYWOOD

CINEMASCOPE
EASTMANCOLOR

See what happens when 'les Girls' take over the British Navy. It's the funniest comedy in years.

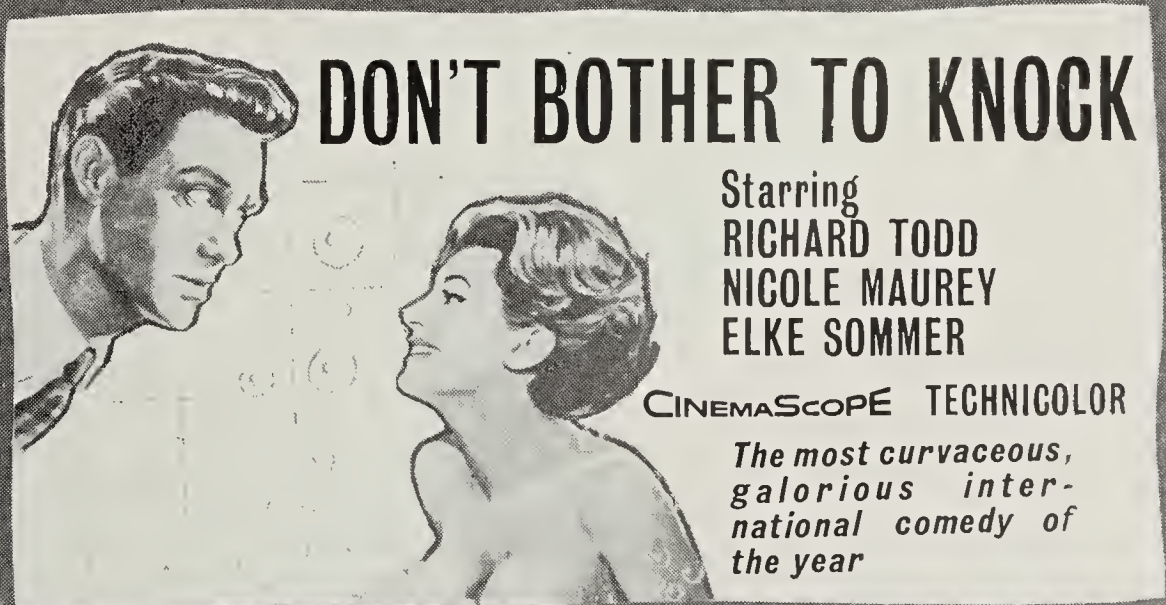



GO TO BLAZES

Starring
DAVE KING
NORMAN ROSSINGTON

CINEMASCOPE
EASTMANCOLOR

It sparkles with originality . . . it's packed with fun.



DON'T BOTHER TO KNOCK

Starring
RICHARD TODD
NICOLE MAUREY
ELKE SOMMER

CINEMASCOPE TECHNICOLOR

The most curvaceous, glorious international comedy of the year

WHY NOT WRITE OR CABLE

ASSOCIATED BRITISH - PATHE LTD.

2-4 DEAN STREET, LONDON, W.1., ENGLAND.
TELEPHONE: GERRard 0444. CABLES: Pathirema, Rath, London.





Performance...!

SOME LIKE IT HOT
THE HORSE SOLDIERS
THE APARTMENT
THE MAGNIFICENT SEVEN

and a Promise!

For Release in 1961

WEST SIDE STORY

Broadway's Great Musical-Drama.

STARRING Natalie Wood, Richard Beymer, Russ Tamblyn,
Rita Moreno and George Chakiris.

PRODUCER Robert Wise.

CO-DIRECTED BY Robert Wise and Jerome Robbins.

ASSOCIATE PRODUCER Saul Chaplin.

SCREENPLAY BY Ernest Lehman.

TO THE EXHIBITORS OF AMERICA:

BY LOVE POSSESSED

STARRING Lana Turner, Efrem Zimbalist, Jr.,
Jason Robards, Jr., George Hamilton, Susan Kohner,
Thomas Mitchell and Barbara Bel Geddes

PRODUCED BY Walter Mirisch.

DIRECTED BY John Sturges.

From the novel by Pulitzer Prize winner
JAMES GOULD COZZENS.

SCREENPLAY BY Charles Schnee.

TOWN WITHOUT PITY*

STARRING Kirk Douglas.

PRODUCED AND DIRECTED BY Gottfried Reinhardt.

SCREENPLAY BY Silvia Reinhardt and Georg Hurdalek.

*In association with Gloria Films.

PIONEER, GO HOME!

STARRING Elvis Presley.

PRODUCED BY David Weisbart.

From the novel by RICHARD POWELL.

SCREENPLAY BY Charles Lederer.

or Release in 1962

ONE, TWO, THREE! (tentative title)

STARRING James Cagney, Horst Buchholz and Arlene Francis.
PRODUCED AND DIRECTED BY Billy Wilder.
SCREENPLAY BY Billy Wilder and I. A. L. Diamond.

THE CHILDREN'S HOUR

STARRING Audrey Hepburn, Shirley MacLaine and James Garner.
PRODUCED AND DIRECTED BY William Wyler.
From LILLIAN HELLMAN'S controversial play.

TWO FOR THE SEESAW

STARRING Shirley MacLaine.
PRODUCED BY Walter Mirisch.
From WILLIAM GIBSON'S Broadway Hit.
SCREENPLAY BY Isobel Lennart.

A RAGE TO LIVE

PRODUCED BY Walter Mirisch.
From the best seller by JOHN O'HARA.
SCREENPLAY BY Wendell Mayes.

ROMAN CANDLE

STARRING Shirley MacLaine.
From the Broadway comedy by SIDNEY SHELDON.

or Release in 1963

IRMA LA DOUCE*

The Broadway, Paris and London Stage Hit.
STARRING Shirley MacLaine.
PRODUCED AND DIRECTED BY Billy Wilder.
SCREENPLAY BY Billy Wilder and I. A. L. Diamond.

*In association with Edward L. Alperson

HAWAII

Fred Zinnemann WILL PRODUCE AND DIRECT.
From Pulitzer Prize winner JAMES A. MICHENER'S best selling novel.
SCREENPLAY BY Daniel Taradash.

THE GREAT ESCAPE

John Sturges WILL PRODUCE AND DIRECT a male all-star cast.
SCREENPLAY BY Walter Newman.

HAUNTING OF HILL HOUSE

Robert Wise WILL PRODUCE AND DIRECT.
From the best seller by SHIRLEY JACKSON.
SCREENPLAY BY Nelson Gidding.

TOYS IN THE ATTIC

STARRING Dean Martin.
PLAYWRIGHT Lillian Hellman's current Broadway Hit.
Winner of the New York Drama Critics Circle Award as "Best Drama."

M

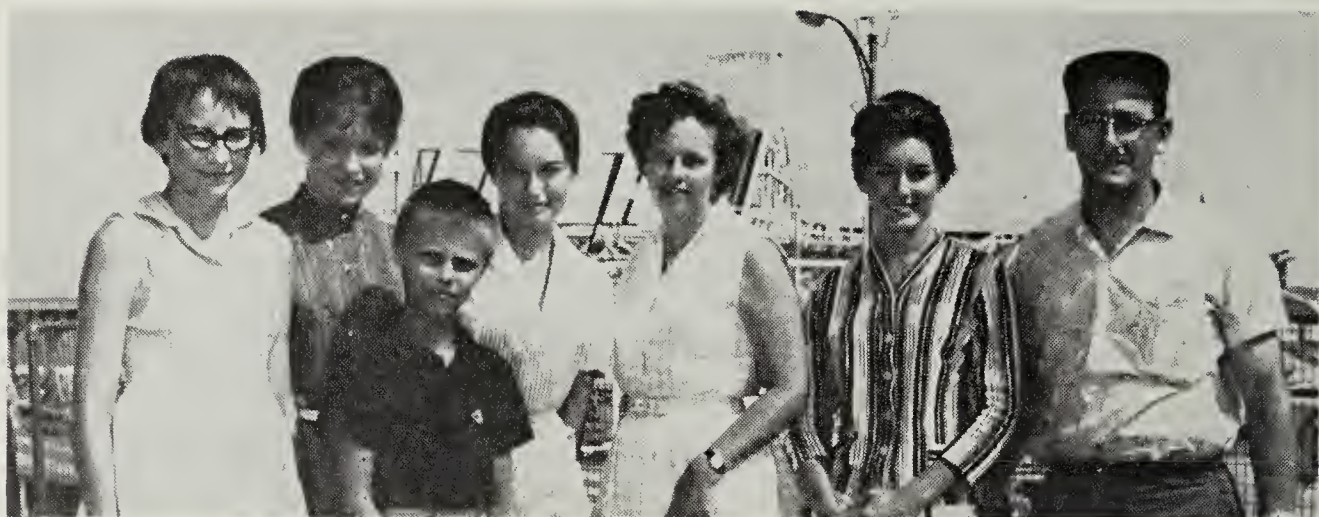
From THE MIRISCH COMPANY...
the industry's leading independent
production organization!

THRU
UA

NAIDICH

Winikus To Leave UA

NEW YORK—Arnold M. Picker, executive vice-president of United Artists, announced that he has accepted the resignation of Francis M. Winikus as his special assistant, supervising advertising and publicity for the United Kingdom and Continental Europe, effective Dec. 31. Winikus has been responsible for production promotion as well as distribution campaigns for that area, with headquarters in London. A successor will be announced shortly.



Warners' Philadelphia branch office manager David Law, his wife and family are seen with the Lennon Sisters, whom they met while playing a round of miniature golf on the Ocean Center Skyline course on Hunt's Pier, Wildwood, N. J.

FILMACK
1327 S. Wabash, CHICAGO

We have the know how

MAKES THE VERY BEST SPECIAL TRAILERS

David E.

BRODSKY

Associate

THEATRICAL INTERIOR DECORATORS
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

**PROGRESSIVE ELECTRIC
CONSTRUCTION CO INC.**

240 N. 13th STREET • PHILADELPHIA 7, PA.
**Theatre Installations
and Maintenance**

Greek Temple Style For Detroit Art House

DETROIT—A new look in motion picture theatres was disclosed with the opening of the new Studio North here.

The first-run art house, operated by Ed Schuman and William Flemion, opened with Ingmar Bergman's "The Virgin Spring," and grossed a tremendous \$6,800 opening week and \$5,500 for the second.

Ira Michaels, vice-president in charge of sales for Janus Films, attended the gala opening.

Studio North was formerly the Ferndale, an independent, commercial house. Schuman and Flemion retained Leo Kousin, Detroit architect, to renovate the theatre. Studio North is fashioned after a Greek temple, featuring statuary, a domed marquee, and white marble benches in the lounge.

Public For "Splendor," WB Survey Shows

NEW YORK—Warner Bros. made public the results of a survey of audiences at the Victoria and Trans-Lux 52nd Street that attended a special advance performance of Elia Kazan's controversial production, "Splendor in the Grass." The Technicolor drama will open at the two theatres next month.

Nine hundred and seventy-six members of the audiences at the two theatres responded to the survey, returning the questionnaires they received at the performance. All tickets of admission to the showing were paid for, and all seats were unreserved.

To the question, "assuming you have children, nephews or nieces ages 16 or over, would you want them to see this picture?," 806 patrons said "yes," 121 "no," and 49 did not comment.

The question, "did you find anything censorable in this picture?," drew 101 affirmative answers and 830 negative responses, while 35 failed to answer.

The third survey question was: "Some people believe Hollywood should not attempt themes such as this one. What is your feeling?" Eight hundred and seventy-two patrons said Hollywood should, 72 said Hollywood shouldn't, and 24 did not comment.

Eight hundred and eighty-two patrons approved the idea of a special advance performance for films like "Splendor in the Grass," while 53 opposed the idea and 27 did not comment.

Finally, commenting on the picture itself, 904 persons thought it a good picture, 40 considered it fair, and 22 rated it poor.

Cinema Lodge Plans Luncheon

NEW YORK—Plans have been set for the luncheon of New York's Cinema Lodge of B'nai B'rith at the Hotel Astor on Oct. 17 at which the winner of the 1961 Cadillac will be selected as a climax of the Lodge's annual fund-raising drive on behalf of the B'nai B'rith agencies including the Anti-Defamation League, the Hillel Foundations, and the B'nai B'rith Youth Groups, it has been announced by Abe Dickstein, president of the Lodge.

Joseph B. Rosen, Universal regional sales manager, is chairman of this year's drive, and Leonard Rubin, Gillians and Rubin, is co-chairman.

Baker Joins Paramount

NEW YORK—Ezra R. Baker has joined Paramount as eastern representative for the company's west coast tv commercial and industrial film subsidiary.

ATTENTION MANAGERS!

Please check your shows no later than 10:00 A.M.
on Saturdays, Sundays and holidays.

As you know, the exchanges' shipping room
closes at noon on these days.

Don't wait until it's too late—help us prevent
any missouts!

Service Is Our Job . . . Please Help Us To Serve
You.

CLARK TRANSFER, INC.

829 North 29th St.
Phila. 30, Pa.
LOcust 4-3450

1638 Third St., N.E.
Washington, D. C.
DUpont 7-7200

Formerly Highway Express Lines, Inc.

a lasting tribute—
to worthy achievement!



1961 LAUREL AWARDS

Presented annually since 1948, pursuant to an INTERNATIONAL POLL of THEATRE EXECUTIVE OPINION conducted by the STUDIO SURVEY Department.

STUDIO SURVEY appears as a special feature department of MOTION PICTURE EXHIBITOR and is devoted exclusively to the arts, people, creative ability, and physical properties making up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to west coast representative William M. Schary, 375 S. Crescent Heights Boulevard, Los Angeles 48, California. For all other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 317 North Broad Street, Philadelphia 7, Pennsylvania. New York Office: 8 East 52nd Street.

September 27, 1961

Disney—Friend Of The Family

EACH YEAR, as we prepare the LAUREL AWARDS ballot and mail them to theatremen all over the world, we await their return with the same excitement and anticipation. Indeed, it is always the first time for us since our industry is reborn every time a fine motion picture rides to public favor via the world's motion picture theatres.

Each LAUREL issue as well is a time to look back. To know where we are going requires knowledge of where we have been, and the twists and turns of the industry we observe with ever-increasing interest have been numerous, to say the least.

As long as the motion picture industry keeps changing, it can never grow old or tired or stale. This is its great strength, and conversely, the source of many of its great problems.

Take a look at the winning features this year, and you will find reflected the new maturity of Hollywood. For the most part, film-makers are content to leave the pap and mush to television, which seems to be making a career of such tripe, and concentrate on entertainment fare for a population growing in critical awareness and willing to expend some brainpower on their trips to the local theatre.

As in all things, there are those who would pervert Hollywood's quest for maturity to their own ends in the never-ending search for a fast buck. The current cry throughout the land for censorship by church groups, politicians, and other moralists can not be dismissed lightly. It is our job to prove to them that the motion picture industry condemns fast-buck productions just as vigorously as any churchman; that the men who film and purvey such filth and the greedy theatremen who would stoop to show such films are as guilty in our eyes as in the eyes of any worried parent.

At the same time, we must fight against the forces of political censorship, which is all too likely to lump the serious, challenging works of a film-maker who attempts to serve mature persons with entertainment both thought-provoking and tastefully executed. This is a task of no small magnitude, but it is a task we must accomplish.

Theatremen are well aware of this problem, and this year's LAUREL AWARDS poll bears this out. Seldom has there been such unanimity of opinion in answer to the question, "What man has done the most for the in-

dustry over the past year?"

The overwhelming choice was Walt Disney, who has bounced back in the past year to a new production high with hit after hit. "SWISS FAMILY ROBINSON," "THE ABSENT-MINDED PROFESSOR," "THE PARENT TRAP," "101 DALMATIANS," and others from Buena Vista all hit the boxoffice bullseye. This was family entertainment with appeal for adults as well as for youngsters. This was exhibition's answer to the critics who classified theatres with moral cess-pools.

This, unfortunately, was the only family entertainment that the family seemed to have the time to see.

Therein lies the root of the problem. Motion picture producers will give the public film fare that the public will support. If the trend of public taste is to mature, challenging, adult stories, that will be reflected at theatres everywhere. All too often, people want one thing and say they want something entirely different because "it's nicer that way."

But Disney took some of the heat off, and a grateful band of exhibitors made him LAUREL's man of the year.

So let's salute the men and women who made the year a memorable one on so many counts. When all the huffing and puffing over business problems, intramural squabbling, etc., is gone, the pictures still remain. In an industry filled with strife and problems, it is a pleasure to take time out to salute the pictures and the picture-makers on whose talent this industry was founded and will



WALT DISNEY

survive.

It used to be that the eyes of the U.S. were on Hollywood. Now the eyes of the world are focussed in that direction, and Hollywood is a world-wide operation. This is a global business now. Consequently, both the risks and the rewards are bigger than ever.

In the race for world-wide LAURELS, we present some old friends and some new faces. We wish them well for they are our most potent salesmen.

If we might make a suggestion, pay particular attention to the NEW PERSONALITIES section of this year's issue. There seems to be developing in Hollywood a new awareness of the need for bright new stars to appeal to the younger fans we must win from television. As a result, company after company is building its roster of talented young contract players and finding roles for them with established stars in top properties.

It's a move in the right direction.

1961 LAUREL AWARD WINNERS:

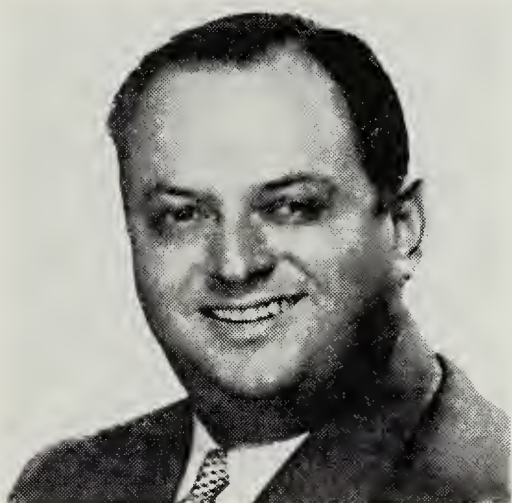
Topliner
PRODUCERS



1. WALT DISNEY



2. ROSS HUNTER



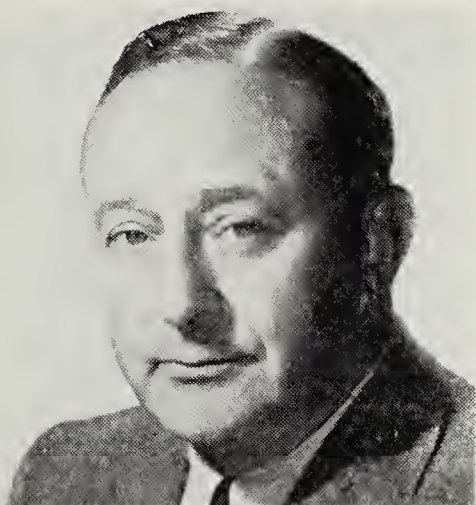
3. JERRY WALD



4. JOSEPH PASTERNAK



5. SAM SPIEGEL



6. ARTHUR FREED



7. SOL C. SIEGEL

8. PANDRO S. BERMAN



9. HENRY BLANKE



10. CHARLES BRACKETT



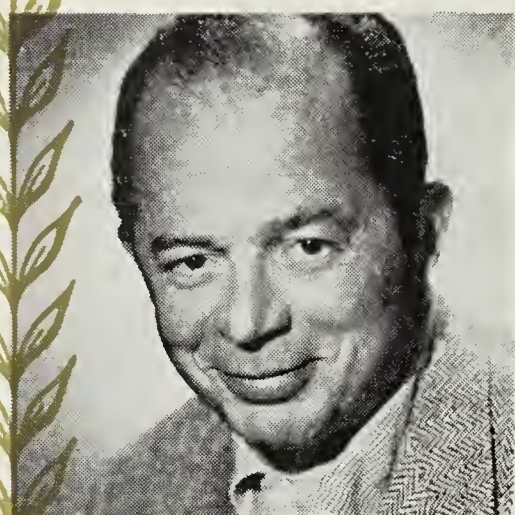
1961 LAUREL AWARD WINNERS:

Topliner

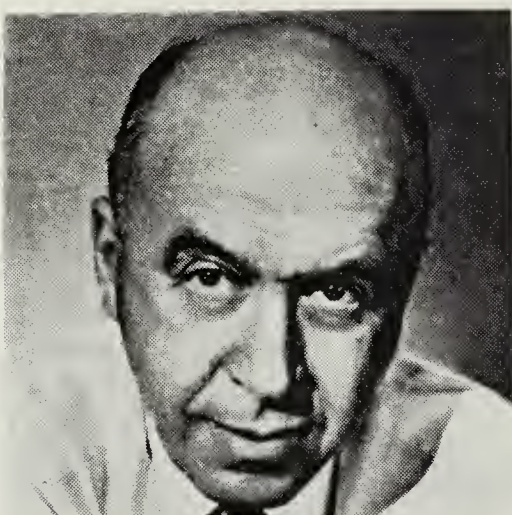
PRODUCER- DIRECTORS



1. ALFRED HITCHCOCK



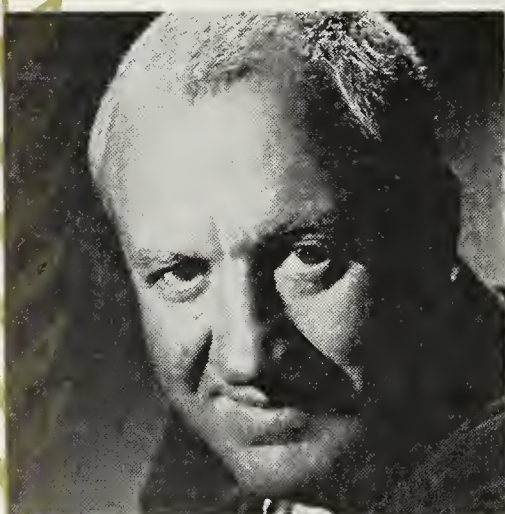
2. BILLY WILDER



3. OTTO PREMINGER



4. WILLIAM WYLER



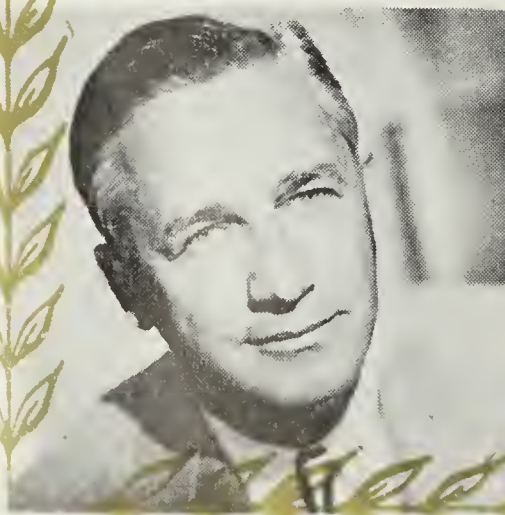
5. DELMER DAVES



6. GEORGE SIDNEY



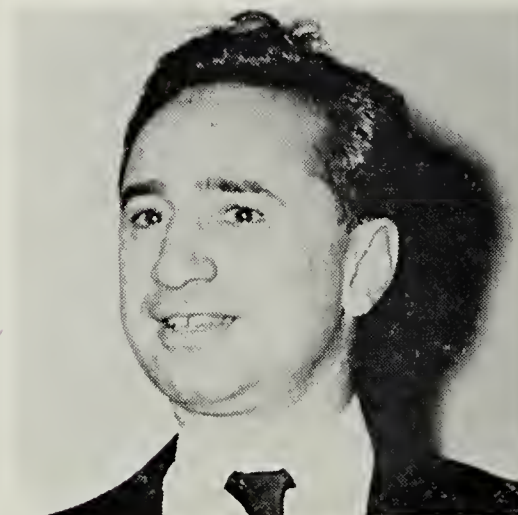
7. STANLEY KRAMER



8. MERVYN LE ROY



9. GEORGE STEVENS



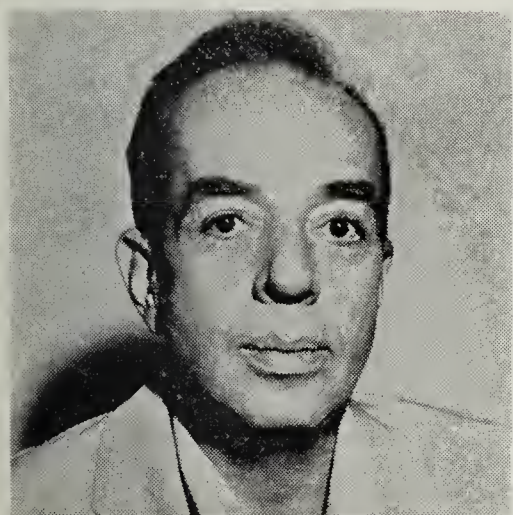
10. ELIA KAZAN

1961 LAUREL AWARD WINNERS:

Topliner
DIRECTORS



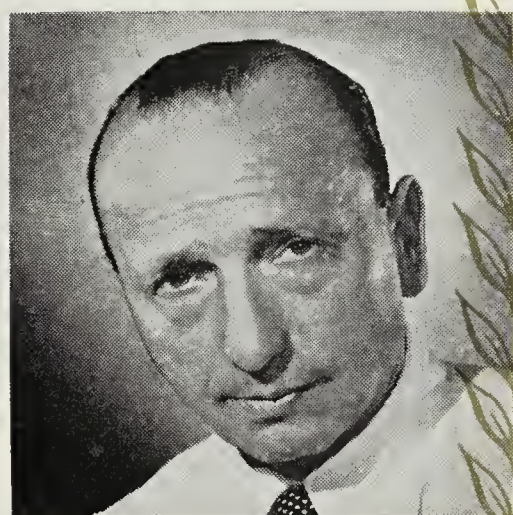
1. FRED ZINNEMANN



2. VINCENTE MINNELLI



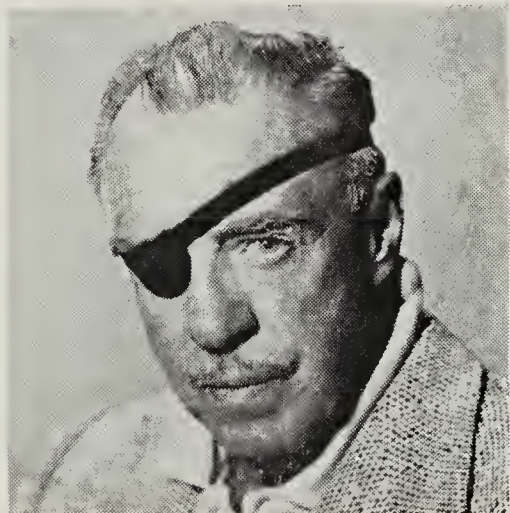
3. HENRY KING



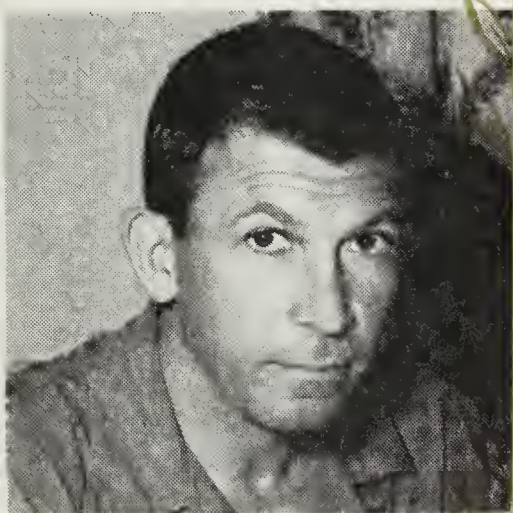
4. MICHAEL CURTIZ



5. RICHARD QUINE



6. RAOUL WALSH



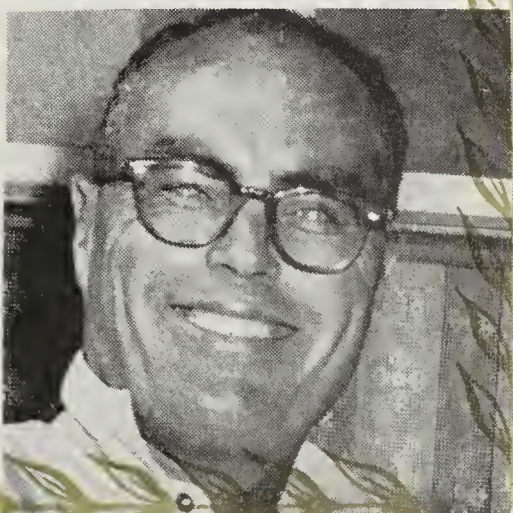
7. RICHARD BROOKS



8. GEORGE CUKOR



9. WALTER LANG



10. JOHN STURGES

1961 LAUREL AWARD WINNERS:

BEST GENERAL ENTERTAINMENT

"THE ABSENT-MINDED PROFESSOR"



PRODUCTION: Walt Disney
(photo)

DIRECTION: Robert Stevenson

CAST: Fred MacMurray, Nancy Olson, Keenan Wynn, Tommy Kirk, Leon Ames, Elliot Reid, Edward Andrews, David Lewis, Jack Mullaney, Belle Montrose, Wally Brown, Alan Carney, Forrest Lewis, James Westerfield, Ed Wynn.

SCREEN ADAPTATION: Bill Walsh, based on a story by Samuel W. Taylor.

RELEASED BY: Buena Vista



1961 LAUREL AWARD WINNERS:

SLEEPERS OF THE YEAR

"NORTH TO ALASKA"

"THE HOUSE OF USHER"



PRODUCTION: Henry Hathaway

DIRECTION: Henry Hathaway

CAST: John Wayne, Stewart Granger, Ernie Kovacs, Fabian, Capucine, Mickey Shaughnessy, Karl Swenson, Joe Sawyer, Kathleen Freeman, John Qualen, Stanley Adams.

SCREEN ADAPTATION: John Lee Mahin, Martin Rackin, and Claude Binyon, based on a play by Laszlo Fodor, from an idea by John Kafka.

PROCESS: CinemaScope

COLOR: DeLuxe

RELEASED BY: 20th-FOX

PRODUCTION: Roger Corman

DIRECTION: Roger Corman

CAST: Vincent Price, Mark Damon, Myrna Fahey, Harry Ellerbe.

SCREEN ADAPTATION: Richard Matheson, from a story by Edgar Allan Poe.

PROCESS: CinemaScope

COLOR

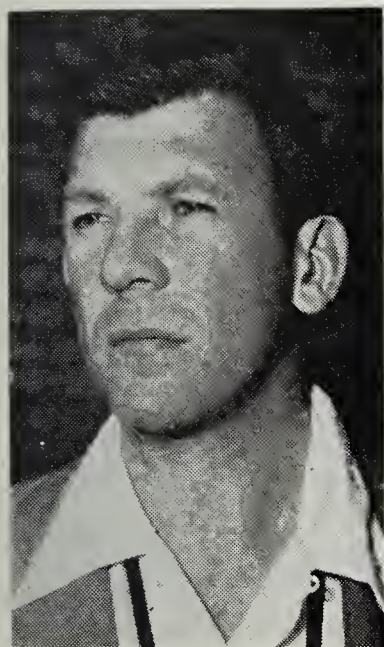
RELEASED BY: American International



1961 LAUREL AWARD WINNERS:

BEST DRAMA

“ELMER GANTRY”



PRODUCTION: Bernard Smith
DIRECTION: Richard Brooks
(photo)
CAST: Burt Lancaster, Jean Simmons, Dean Jagger, Arthur Kennedy, Shirley Jones, Patti Page, Edward Andrews, John McIntire, Joe Maross, Everett Glass, Michael Whalen, Hugh Marlowe, Philip Ober, Wendell Holmes, Barry Kelly, Rex Ingram.
SCREEN ADAPTATION: Richard Brooks, based on the novel by Sinclair Lewis.
COLOR: Eastman
RELEASED BY: United Artists



1961 LAUREL AWARD WINNERS:

BEST COMEDY

“THE APARTMENT”



PRODUCTION: BILLY Wilder
(photo)
DIRECTION: Billy Wilder
CAST: Jack Lemmon, Shirley MacLaine, Fred MacMurray, Ray Walston, David Lewis, Jack Kruschen, Joan Shawlee, Edie Adams, Hope Holiday, Johnny Seven.
SCREEN ADAPTATION: Billy Wilder and I.A.L. Diamond.
PROCESS: Panavision
RELEASED BY: United Artists



1961 LAUREL AWARD WINNERS:

BEST MUSICAL

“PEPE”



PRODUCTION: George Sidney
(photo)

DIRECTION: George Sidney

CAST: Cantinflas, Dan Dailey,
Shirley Jones, Carlos Montalban,
Vicki Trickett, Matt Mattox, Hank
Henry, Suzanne Lloyd, Carlos
Rivas, Stephen Bekassy, plus
guest appearances by a host of
Hollywood personalities.

SCREEN ADAPTATION: Dorothy
Kingsley and Claude Binyon, with
screen story by Leonard Spigel-
glass and Sonya Levien, from a
play by L. Bush-Fekete.

PROCESS: Panavision-CinemaScope

COLOR: Technicolor

RELEASED BY: Columbia



1961 LAUREL AWARD WINNERS:

BEST ACTION DRAMA

“THE ALAMO”



PRODUCTION: John Wayne (pho-
to)

DIRECTOR: John Wayne

CAST: John Wayne, Richard Wid-
mark, Laurence Harvey, Frankie
Avalon, Patrick Wayne, Linda
Cristal, John O'Brien, Chill Wills,
Joseph Calleia, Ken Curtis, Car-
los Arruza, Jester Hairston, Veda
Ann Borg, John Dierkes, Denver
Pyle, Aissa Wayne, Hank Word-
den, Bill Henry, Bill Daniel, Wes-
ley Lau, Chuck Roberson, Guinn
Williams, Olive Carey, Ruben
Padilla, Richard Boone.

SCREEN ADAPTATION: James Ed-
ward Grant

PROCESS: Todd-AO

COLOR: Technicolor



1961 LAUREL AWARD WINNERS:

BEST DRAMA NO. 2



“BUTTERFIELD 8”

PRODUCTION: Pandro S. Berman
DIRECTION: Daniel Mann
CAST: Elizabeth Taylor, Laurence Harvey, Eddie Fisher, Dina Merrill, Betty Field, Mildred Dunnock, Jeffrey Lynn, Kay Medford, Susan Oliver.

SCREEN ADAPTATION: Charles Schnee and John Michael Hayes, based on the novel by John O'Hara.
PROCESS: CinemaScope
COLOR: MetroColor
RELEASED BY: MGM

BEST DRAMA NO. 3



“PSYCHO”

PRODUCTION: Alfred Hitchcock
DIRECTION: Alfred Hitchcock

CAST: Anthony Perkins, Vera Miles, John Gavin, Janet Leigh, Martin Balsam, John McIntire, Simon Oakland, Frank Albertson, Pat Hitchcock, Vaughn Taylor, Lurene Tuttle, John Anderson, Mort Mills.
RELEASED BY: Paramount

BEST DRAMA NO. 4



“THE WORLD OF SUZIE WONG”

PRODUCTION: Ray Stark
DIRECTION: Richard Quine
CAST: William Holden, Nancy Kwan, Sylvia Syms, Michael Wilding, Laurence Naismith, Jacqui Chan.

SCREEN ADAPTATION: John Patrick, from the novel by Richard Mason.
COLOR: Technicolor
RELEASED BY: Paramount

BEST DRAMA NO. 5



“MIDNIGHT LACE”

PRODUCTION: Ross Hunter and Martin Melcher
DIRECTION: David Miller
CAST: Doris Day, Rex Harrison, John Gavin, Myrna Loy, Roddy McDowall, Herbert Marshall, Natasha Perry, John Williams, Hermione Bad-

deley, Richard Ney, Rhys Williams, Doris Lloyd, Richard Lupino, Anthony Dawson.
SCREEN ADAPTATION: Ivan Goff and Ben Roberts
COLOR: Eastman
RELEASED BY: Universal-International



1961 LAUREL AWARD WINNERS:

BEST COMEDY NO. 2

“WHERE THE BOYS ARE”

PRODUCTION: Joseph Pasternak
DIRECTION: Henry Levin
PROCESS: CinemaScope
COLOR: MetroColor
RELEASED BY: MGM

CAST: Dolores Hart, George Hamilton, Yvette Mimieux, Jim Hutton, Barbara Nichols, Paula Prentiss, Connie Francis, Chill Wills, Frank Gorshin, Rory Harrity, Ted Berger, John Brennan, Vito Scotti.



BEST COMEDY NO. 3

“THE FACTS OF LIFE”

PRODUCTION: Norman Panama
DIRECTION: Melvin Frank
RELEASED BY: United Artists

CAST: Bob Hope, Lucille Ball, Ruth Hussey, Don DeFore, Louis Nye, Philip Ober, Marianne Stewart, Peter Leeds, Hollis Irving, William Lanteau, Robert F. Simon, Louise Beavers, Mike Mazurki.



BEST COMEDY NO. 4

“THE GREAT IMPOSTOR”

PRODUCTION: Robert Arthur
DIRECTION: Robert Mulligan
SCREEN ADAPTATION: Liam O'Brian, based on the book by Robert Chrichton.
RELEASED BY: Universal-International

CAST: Tony Curtis, Edmond O'Brien, Arthur O'Connell, Gary Merrill, Joan Blackman, Raymond Massey, Doodles Weaver, Jeanette Nolan, Sue Anne Langdon, Mike Kellin, Frank Gorshin, Karl Malden, Harry Carey, Jr.



BEST COMEDY NO. 5

“THE GRASS IS GREENER”

PRODUCTION: Stanley Donen
DIRECTION: Stanley Donen
PROCESS: Technirama
COLOR: Technicolor
RELEASED BY: Universal-International

CAST: Cary Grant, Jean Simmons, Deborah Kerr, Robert Mitchum, Moray Watson.
SCREEN ADAPTATION: Hugh and Margaret Williams.



1961 LAUREL AWARD WINNERS:

BEST MUSICAL NO. 2



“G.I. BLUES”

PRODUCTION: Hal Wallis
DIRECTION: Norman Taurog
CAST: Elvis Presley, Juliet Prowse, Robert Ivers,
Leticia Roman, James Douglas, Sigrid Maier,
Arch Johnson.

SCREEN ADAPTATION: Edmund Beloin and
Henry Garson
COLOR: Technicolor
RELEASED BY: Paramount

BEST MUSICAL NO. 3



“LET’S MAKE LOVE”

PRODUCTION: Jerry Wald
DIRECTION: George Cukor
CAST: Marilyn Monroe, Yves Montand, Tony
Randall, Frankie Vaughn, Wilfrid Hyde White,
David Burns, Michael David, Mara Lynn, Milton
Berle, Gene Kelly, Bing Crosby.

SCREEN ADAPTATION: Norman Krasna
PROCESS: CinemaScope
COLOR: DeLuxe
RELEASED BY: 20th-Fox

BEST MUSICAL NO. 4



“SONG WITHOUT END”

PRODUCTION: William Goetz
DIRECTION: Charles Vidor
CAST: Dirk Bogarde, Capucine, Genevieve Page,
Patricia Morison, Ivan Desny, Martita Hunt,
Lou Jacoby, Albert Rueprecht, Marcel Dalio,
Lyndon Brook, Walter Rilla.

SCREEN ADAPTATION: Oscar Millard
PROCESS: CinemaScope
COLOR: Eastman
RELEASED BY: Columbia

BEST MUSICAL NO. 5



“HIGH TIME”

PRODUCTION: Charles Brackett
DIRECTION: Blake Edwards
CAST: Bing Crosby, Fabian, Tuesday Weld, Nicole
Maurey, Richard Beymer, Patrick Adiarte, Yvonne
Craig, Jimmie Boyd, Gavin McLeod, Kenneth
MacKenna.

SCREEN ADAPTATION: Tom and Frank Waldman,
from a story by Garson Kanin
PROCESS: CinemaScope
COLOR: DeLuxe
RELEASED BY: 20th-Fox



1961 LAUREL AWARD WINNERS:

BEST ACTION DRAMA NO. 2

"THE MAGNIFICENT SEVEN"

PRODUCTION: John Sturges
DIRECTION: John Sturges
SCREEN ADAPTATION: William Roberts
PROCESS: Panavision
COLOR: DeLuxe
RELEASED BY: United Artists

CAST: Yul Brynner, Eli Wallach, Steve McQueen,
Horst Buchholz, Charles Bronson, Robert Vaughn,
Brad Dexter, James Coburn, Vladimir Sokoloff,
Resenda Monteros, Jorge Martinez de Hoyes.



BEST ACTION DRAMA NO. 3

"PAY OR DIE"

PRODUCTION: Richard Wilson
DIRECTION: Richard Wilson
SCREEN ADAPTATION: Richard Collins
RELEASED BY: Allied Artists

CAST: Ernest Borgnine, Zohra Lampert, Al Austin,
John Duke, Robert Ellenstein, Franco Corsaro,
Mario Siletti, Howard Caine, Murvyn Vye.



BEST ACTION DRAMA NO. 4

"OCEAN'S 11"

PRODUCTION: Lewis Milestone
DIRECTION: Lewis Milestone
PROCESS: Panavision
COLOR: Technicolor
RELEASED BY: Warner Brothers

CAST: Frank Sinatra, Dean Martin, Sammy Davis,
Jr., Peter Lawford, Angie Dickinson, Richard
Conte, Cesar Romero, Patrice Wymore, Joey
Bishop, Akim Tamiroff, Henry Silva, Ilka Chase,
Buddy Lester, Richard Benedict, Jean Willes.
SCREEN ADAPTATION: Harry Brown and Charles
Lederer



BEST ACTION DRAMA NO. 5

"THE LOST WORLD"

PRODUCTION: Irwin Allen
DIRECTION: Irwin Allen
SCREEN ADAPTATION: Irwin Allen and Charles
Bennett
PROCESS: CinemaScope
COLOR: DeLuxe
RELEASED BY: 20th-Fox

CAST: Michael Rennie, Jill St. John, David Hed-
son, Claude Rains, Fernando Lamas, Richard
Haydn, Ray Stricklyn, Jay Novello, Vitina Marcus,
Ian Wolfe, John Graham, Colin Campbell.



our
sincere
THANKS



Walt Disney
and staff

Sam Spiegel and David Lean

whose creative genius

brought

THE BRIDGE ON THE RIVER KWAI

to the screen

are reunited and now have before the cameras

a motion picture destined to be

one of the greats of

all time

!

Lawrence of Arabia

based on the T. E. Lawrence classic,

“The Seven Pillars of Wisdom”.

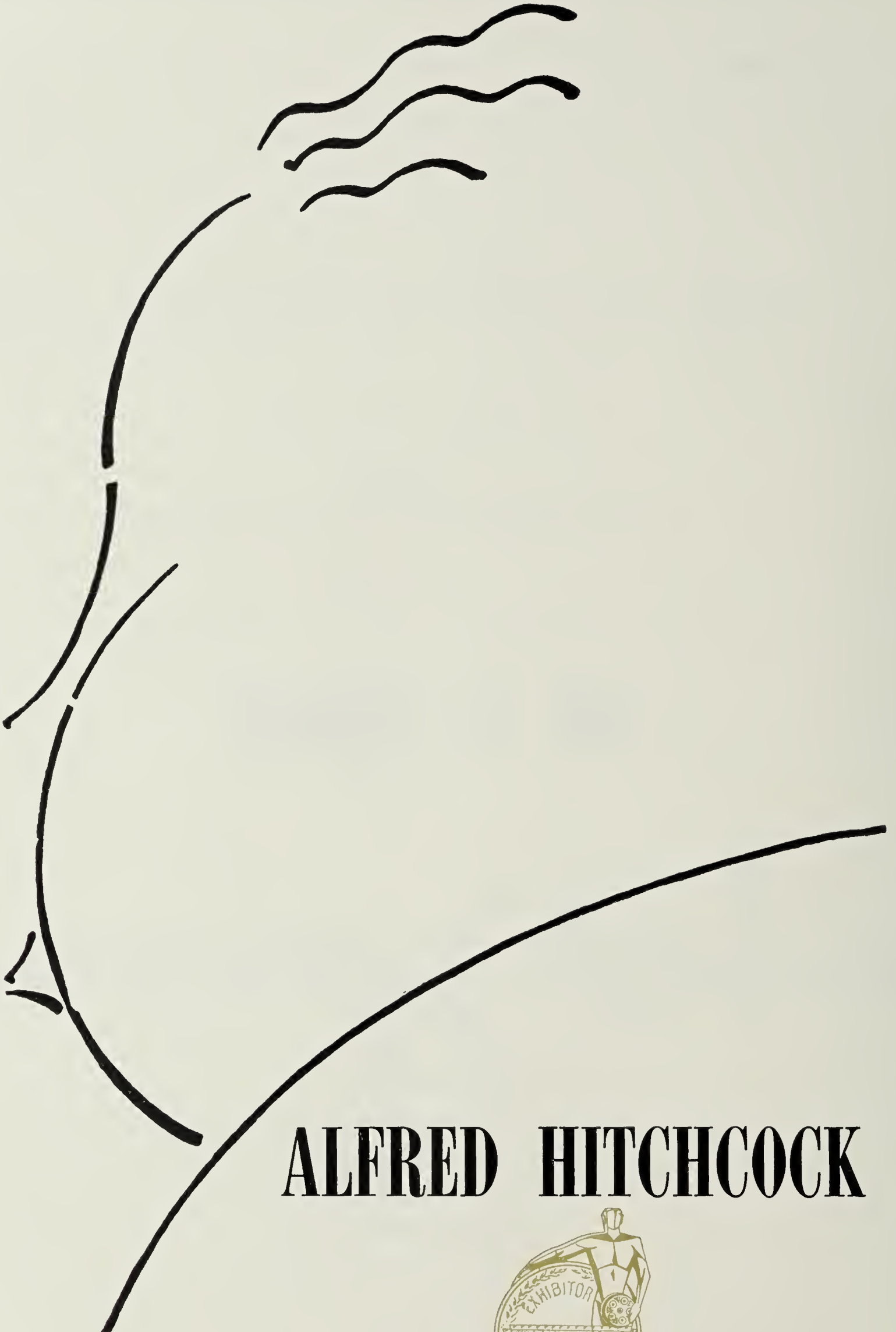
To be released by

Columbia Pictures.



SOL C. SIEGEL





ALFRED HITCHCOCK



NUMBER ONE PRODUCER-DIRECTOR



Thanks,

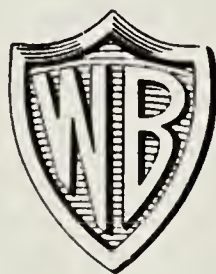
JOHN STURGES



DELMER DAVES

PRODUCER—WRITER—DIRECTOR

WRITERS
GUILD OF
AMERICA



SCREEN
DIRECTORS GUILD
OF AMERICA



"LOVERS MUST LEARN"
NOW SHOOTING IN ITALY

FRED ZINNEMANN



A Happy "Hello" from
**WOODY
WOODPECKER**

☆
Color by Technicolor

☆
Produced by
WALTER LANTZ

☆
Released by UNIVERSAL PICTURES, INC.



© W.L.P.



1961 LAUREL AWARD WINNERS:



1. DORIS DAY

Topliner

FEMALE
STARS



4. DEBBIE REYNOLDS



5. SANDRA DEE



6. KIM NOVAK

10. MARILYN MONROE



11. DEBORAH KERR



12. AUDREY HEPBURN





2. ELIZABETH TAYLOR



3. SHIRLEY MAC LAINE



7. JANET LEIGH



8. JEAN SIMMONS



9. LANA TURNER

13. SOPHIA LOREN



14. NATALIE WOOD



15. ROSALIND RUSSELL



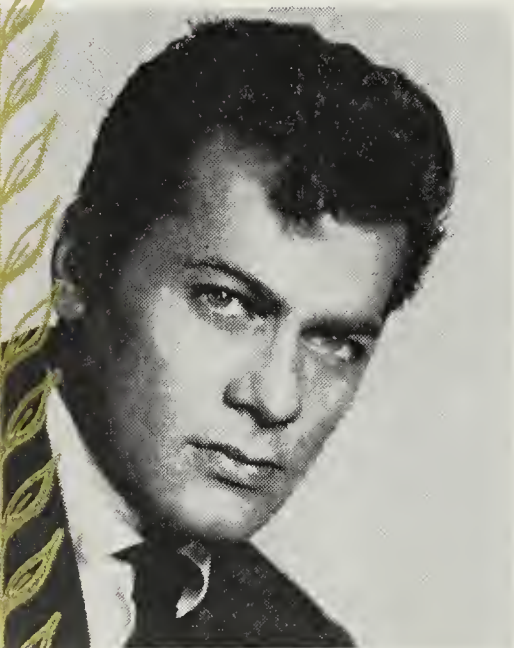
1961 LAUREL AWARD WINNERS:

Topliner

MALE
STARS



1. BURT LANCASTER



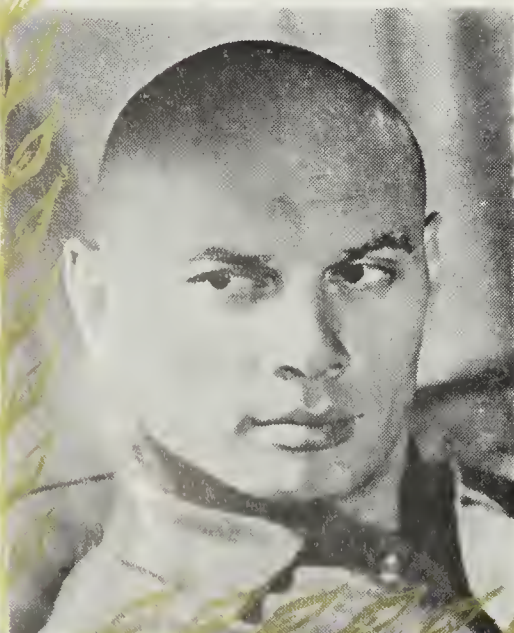
4. TONY CURTIS



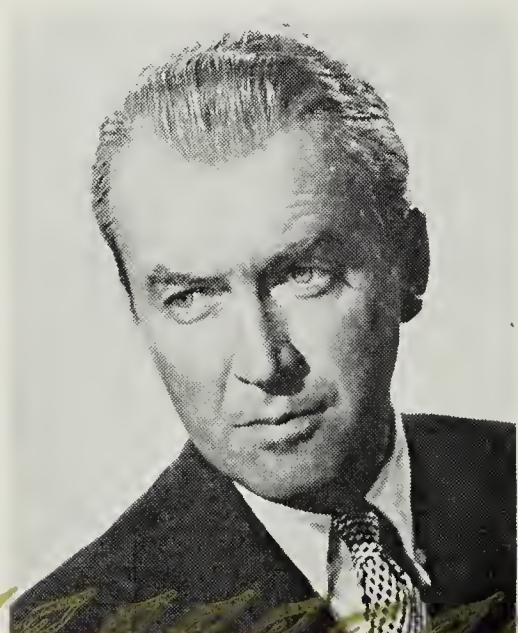
5. WILLIAM HOLDEN



6. CARY GRANT



10. YUL BRYNNER



11. JAMES STEWART



12. MARLON BRANDO



2. ROCK HUDSON



3. JACK LEMMON



7. KIRK DOUGLAS



8. JOHN WAYNE



9. GLENN FORD

13. FRANK SINATRA



14. JERRY LEWIS



15. BING CROSBY



Thank you,

DORIS DAY



NUMBER ONE FEMALE STAR

Thank you,

ROCK HUDSON



Thank you,

SHIRLEY MAC LAINE



Thank you,

WILLIAM HOLDEN



Thank you,

JANET LEIGH



JOHN WAYNE



Gratefully,

JEAN SIMMONS



My sincere thanks,

GLENN FORD



Sincerely,

Jimmy Stewart



With appreciation,

FRANK SINATRA



Once again, my gratitude
to the
Nation's Exhibitors,

JERRY LEWIS



BING CROSBY



*Universal extends its
to the Laurel Award
in Universal-*

TONY CURTIS

SANDRA DEE

CARY GRANT

and JEAN

congratulations

Winners appearing*

International releases!

DORIS DAY

KIRK DOUGLAS

ROCK HUDSON

SIMMONS

With great appreciation,

SHIRLEY JONES



Thank you,

BOB HOPE

... HOPE ENTERPRISES, INC.



1961 LAUREL AWARD WINNERS:

Topliner

FEMALE

DRAMATIC

PERFORMANCES



1. SHIRLEY MAC LAINE
"The Apartment"



2. ELIZABETH TAYLOR
"Butterfield 8"



3. JEAN SIMMONS
"Elmer Gantry"

4. DORIS DAY
"Midnight Lace"

5. DEBORAH KERR
"The Sundowners"



1961 LAUREL AWARD WINNERS:

Topliner

MALE

DRAMATIC

PERFORMANCES



1. BURT LANCASTER
"Elmer Gantry"



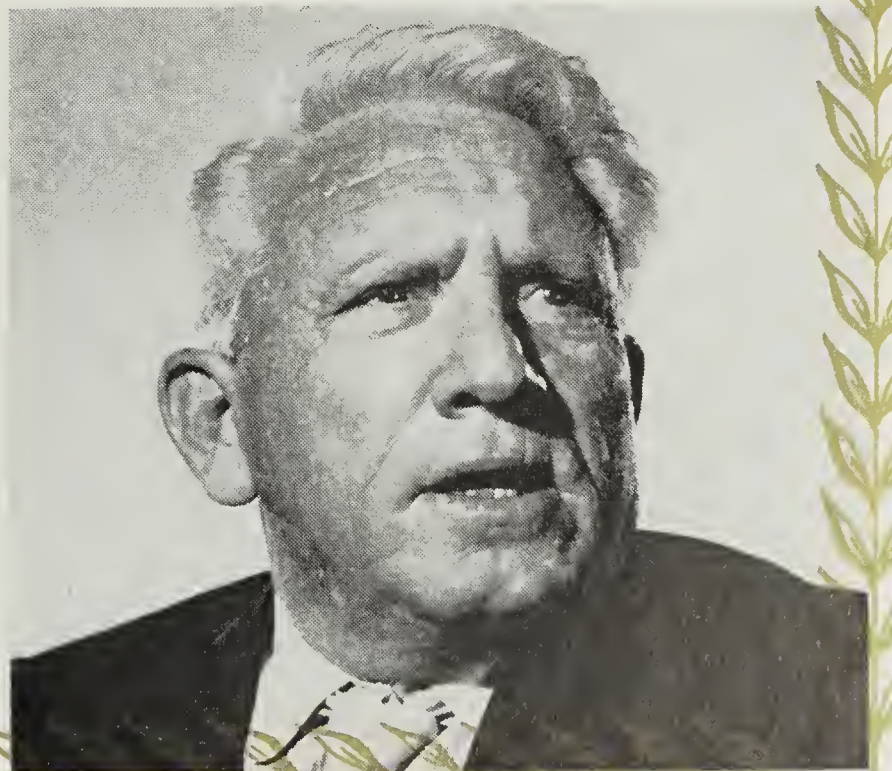
2. WILLIAM HOLDEN
"The World Of Suzie Wong"

4. PAUL NEWMAN
"Exodus"



3. KIRK DOUGLAS
"Spartacus"

5. SPENCER TRACY
"Inherit The Wind"



1961 LAUREL AWARD WINNERS:

Topliner

FEMALE

COMEDY

PERFORMANCES



1. JANET LEIGH
"Pepe"



2. LUCILLE BALL
"The Facts Of Life"

4. SOPHIA LOREN
"It Started In Naples"



3. PAULA PRENTISS
"Where The Boys Are"

5. JEAN SIMMONS
"The Grass Is Greener"



1961 LAUREL AWARD WINNERS:

Topliner

MALE

COMEDY

PERFORMANCES



1. JACK LEMMON
"The Apartment"



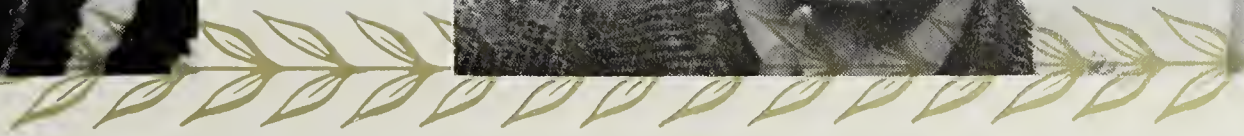
2. FRED MAC MURRAY
"The Absent-Minded Professor"



3. BOB HOPE
"The Facts Of Life"

4. JERRY LEWIS
"Cinderfella"

5. CANTINFLAS
"Pepe"



1961 LAUREL AWARD WINNERS:

Topliner

FEMALE

SUPPORTING

PERFORMANCES



1. SHIRLEY JONES
"Elmer Gantry"



2. JANET LEIGH
"Psycho"



3. JULIE NEWMAR
"Marriage-Go-Round"



4. EVE ARDEN
"Dark At The Top Of The Stairs"



5. DINA MERRILL
"Butterfield 8"

1961 LAUREL AWARD WINNERS:

Topliner

MALE

SUPPORTING

PERFORMANCES



1. SAL MINEO
"Exodus"



2. PETER USTINOV
"Spartacus"



3. CHILL WILLS
"The Alamo"

4. LEE J. COBB
"Exodus"



5. TONY RANDALL
"Adventures Of Huckleberry Finn"



Topliner

ACTION

PERFORMANCES



1. JOHN WAYNE
"The Alamo"



2. ERNEST BORGNINE
"Pay Or Die"

4. JEFFREY HUNTER
"Hell To Eternity"



3. GLENN FORD
"Cimarron"

5. YUL BRYNNER
"The Magnificent Seven"



1961 LAUREL AWARD WINNERS:

MUSICAL SCORES

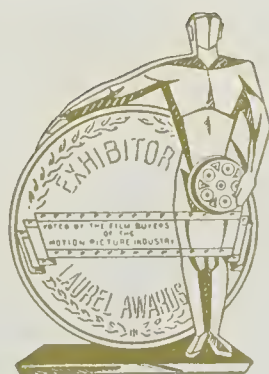
1. **DIMITRI
TIOMKIN**



UNITED ARTISTS'

"THE ALAMO"

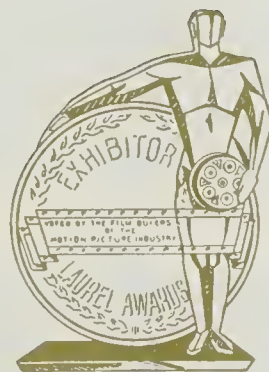
2. **MAX
STEINER**



WARNERS'

"THE DARK AT THE
TOP OF THE STAIRS"

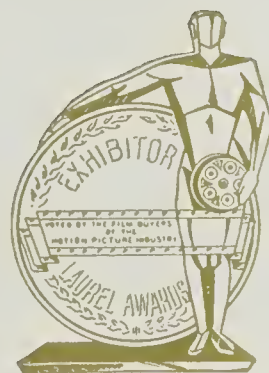
3. **ALFRED
NEWMAN**



20TH-FOX's

MUSICAL DIRECTOR

4. **ELMER
BERNSTEIN**



UNITED ARTISTS'

"THE
MAGNIFICENT SEVEN"

5. **ANDRE
PREVIN**



COLUMBIA's

"PEPE"

1961 LAUREL AWARD WINNERS:



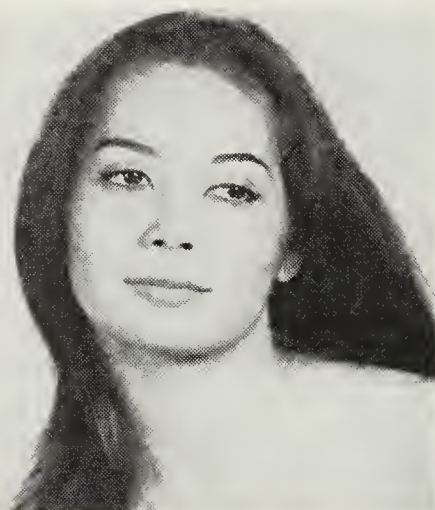
1. HAYLEY MILLS

Topliner

FEMALE

NEW

PERSONALITIES



2. NANCY KWAN



3. DOLORES HART



4. CONNIE FRANCIS



5. JULIE NEWMAR



6. INA BALIN



7. JULIET PROWSE

8. CAPUCINE



9. PAULA PRENTISS



10. BARBARA EDEN

Topliner

MALE

NEW

PERSONALITIES



1. DAVID JANSSEN



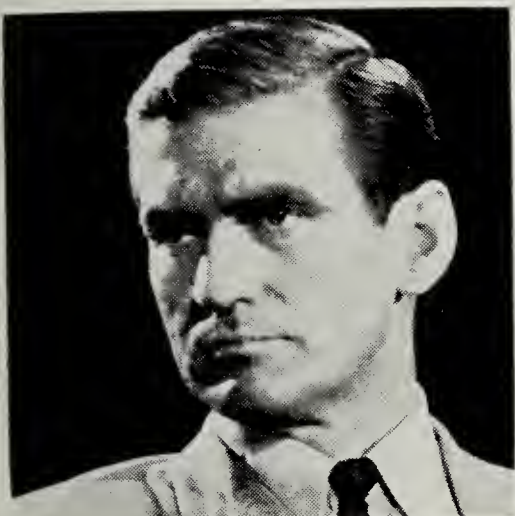
2. RICKIE NELSON



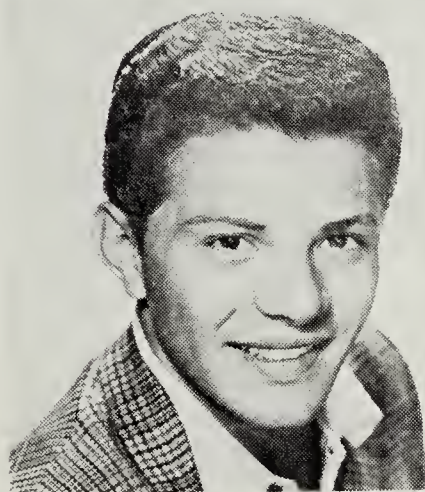
3. JIM HUTTON



4. HORST BUCHHOLTZ



5. ROD TAYLOR

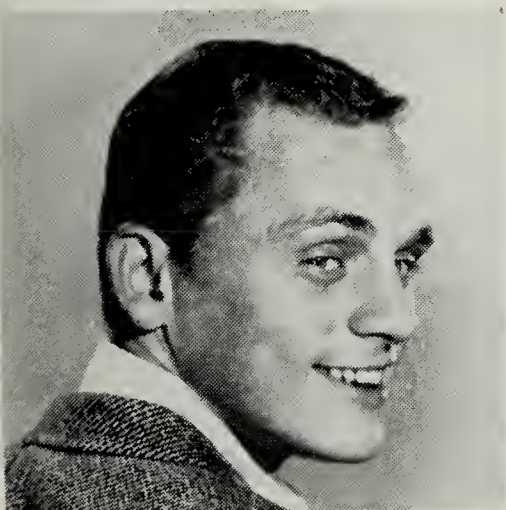


6. FRANKIE AVALON



7. JIMMIE RODGERS

8. FRANK GORSHIN



9. FABIAN



10. DICK SHAWN

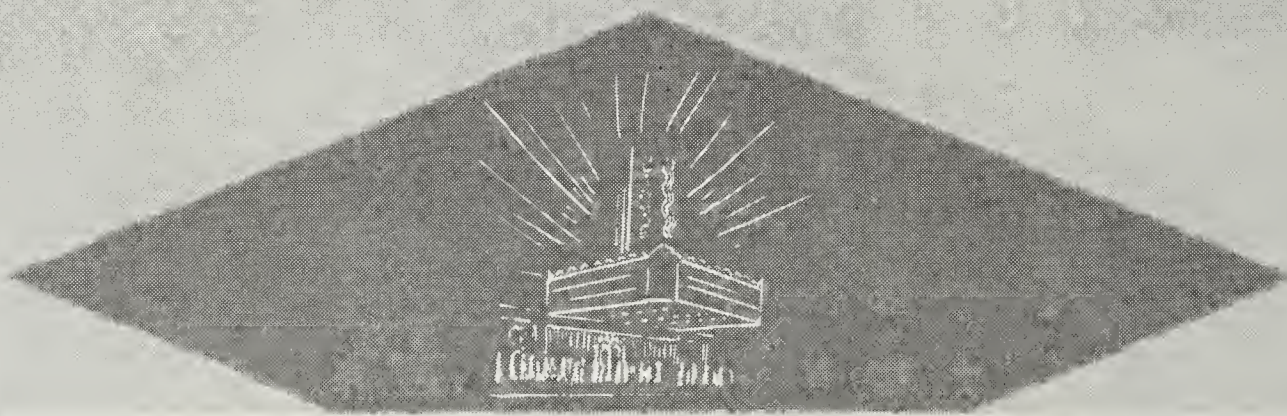


My sincere thanks,

JACK LEMMON



1961



Fox West Coast Theatres Corporation

Fox Intermountain Theatres, Inc.

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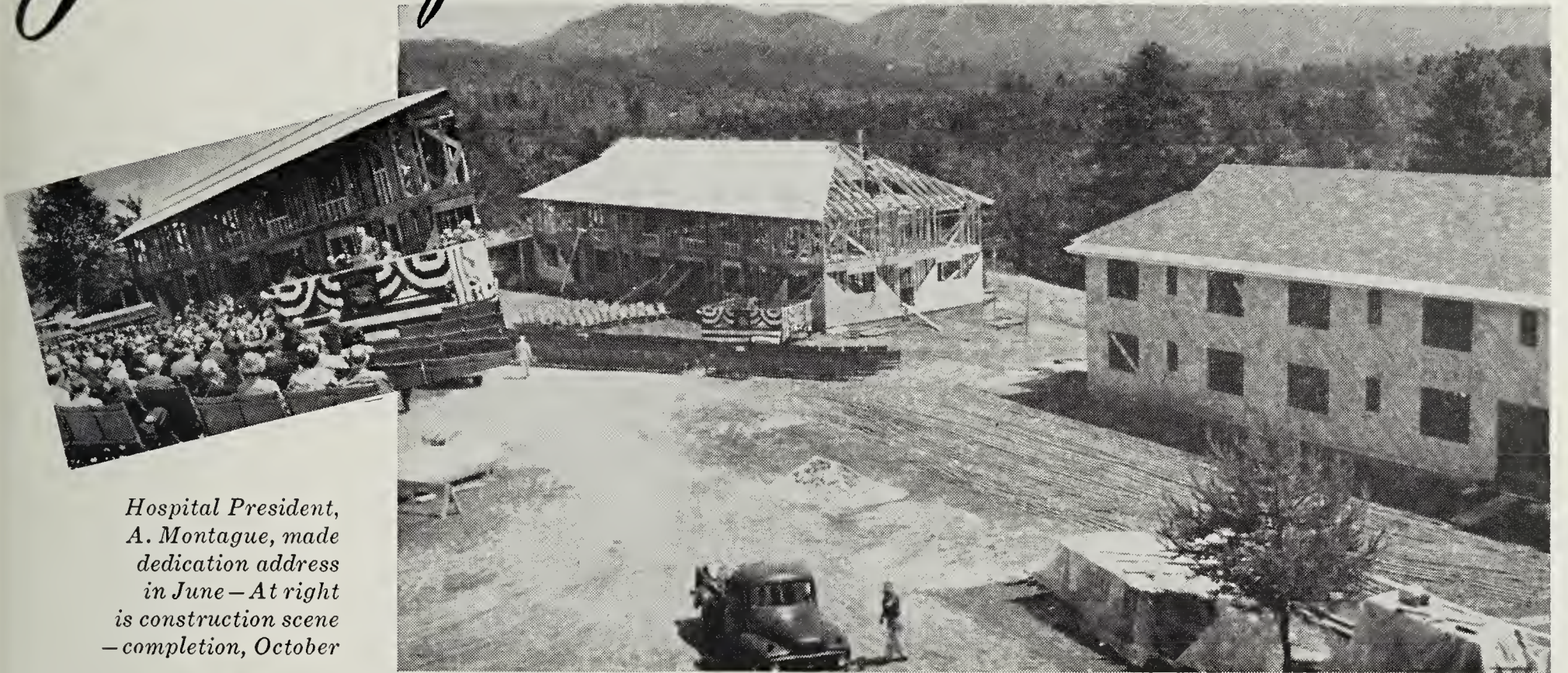


3 New Buildings

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Hospital President, A. Montague, made dedication address in June - At right is construction scene - completion, October

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TOPPING ALL OUR ACCOMPLISHMENTS IN HEALING SERVICE TO "OUR OWN" AND ALL MANKIND

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SAY—**

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OK!"**

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AUDIENCE
COLLECTIONS***



Will Rogers main building

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Annual Audience Collections are now on—Exhibitors everywhere are urged to say "Yes" when asked to participate. Don't hesitate. The public accepts the Will Rogers appeal. They understand. The public benefits from our research—and is well aware of the great good Will Rogers is doing in the prevention and cure of all chest disease, including lung cancer, chronic heart disease, and tuberculosis.

Keep the campaign on the upswing—back up the Audience Collections NOW—and the Christmas Salute in the Fall. Drop us a note. Tell us when and where you'll make the collections. We'll rush you, FREE, the Rock Hudson trailer and instructions—but do it now!

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AND RESEARCH LABORATORIES**

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SALUTE, TOO**

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N.Y.

• *Saranac Lake, N.Y.*

Thank you,

TIOMKIN



NUMBER ONE COMPOSER

Thank you,

MAX STEINER



Gratefully,

ELMER BERNSTEIN



Current Productions:

"SUMMER AND SMOKE"

"BY LOVE POSSESSED"
"THE YOUNG DOCTORS"

"WALK ON THE WILD SIDE"
"THE COMANCHEROS"

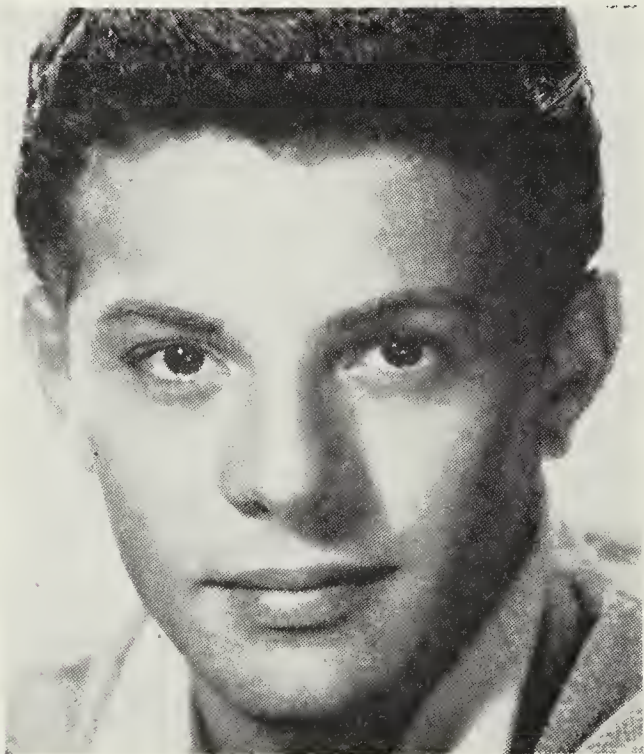
Thank you,

ANDRÉ PREVIN



Thank you,

DICK SHAWN



Sincere thanks,

FRANKIE AVALON



TOPLINER NEW PERSONALITY

UNDER DIRECT MANAGEMENT M. D. B. ENTERPRISES

Sincere thanks,

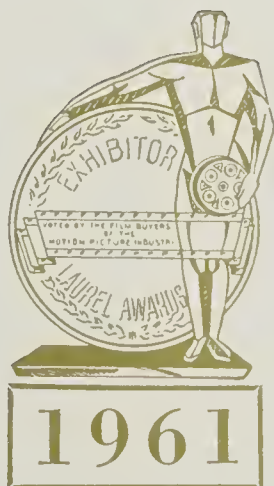


Connie Francis

TOPLINER NEW PERSONALITY

Gratefully

FABIAN



TOPLINER NEW PERSONALITY

UNDER DIRECT MANAGEMENT M. D. B. ENTERPRISES

I'm deeply
grateful,

**DAVID
JANSSEN**



It has been a privilege and
a pleasure to take part
in bringing these well deserved
Laurel Award Honors
to our fine
Motion Picture Artisans.

William Schary

West Coast Representative

**PEOPLE SERVING PEOPLE
... GIVE THE UNITED WAY**

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September), it is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

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SECTION TWO SEPTEMBER 27, 1961
VOL. 66, NO. 16

COLUMBIA

The Devil At 4 O'clock

DRAMA
126M.

Columbia
(Eastman Color)

ESTIMATE: Well-made drama has many angles.

CAST: Spencer Tracy, Frank Sinatra, Kerwin Mathews, Jean Pierre Aumont, Gregoire Aslan, Alexander Scourby, Barbara Luna, Cathy Lewis, Bernie Hamilton. Produced by Fred Kohlmar; directed by Mervyn LeRoy.

STORY: A seaplane piloted by Jean Pierre Aumont sets down at a small French island in the South Pacific to drop off a young priest, Kerwin Mathews, who is to replace veteran Spencer Tracy. Also aboard the plane are three convicts, Frank Sinatra, Gregoire Aslan, and Negro Bernard Hamilton, who are on their way to prison in Tahiti. The stop becomes an overnight one because Tracy wants to show Mathews around. Tracy grabs all the available help in the jail to make some needed repairs at the children's leper hospital atop one of the mountains. He gets governor Alexander Scourby's permission to take the newly arrived trio as well after a hassle wherein Tracy protests their solitary confinement. At the hospital, Sinatra is attracted to nurse Barbara Luna, and he doesn't realize she is blind until Tracy hits him. Before they leave, the first earthquake is felt and the island's volcano starts erupting. Scourby decides to evacuate the island when the eruptions become more frequent, and the hot lava starts to threaten the town. There are limited facilities for getting the inhabitants away and Scourby is reluctant to hold up the operation to evacuate hospital personnel and children, especially when it seems as though the eruptions have destroyed the hospital. Tracy gets permission to get any survivors away if he can get any volunteers to go with him. The only ones to offer to go are the three convicts, with Mathews unable to go because of a broken leg received during the tremors. The captain of a schooner in the harbor offers to wait until the tide changes. The plane drops them near the hospital, and they find that they are just in time for as they start away the buildings collapse. Tracy and the convicts herd the children down through the dangerous mountains and the hot lava. During the trip, Sinatra and Luna fall in love and Tracy marries them. Aslan is a casualty to quicksand after which they come to a bridge across a wide ravine that will lead them to safety and the waterfront. The bridge has been weakened, and Hamilton and Tracy go to the ledge below, where Hamilton bolsters the supports with his body and Tracy helps. With all across safely, the bridge collapses with Hamilton being hurt and stranded with Tracy. Sinatra leads the others to safety and tells them to go on while he returns to buddy Hamilton, who is dying, and Tracy who can't get across the gorge. He knows that to remain with them means certain death, but he stays. The volcano lets go

with a tremendous roar, burying them and blowing the island from the water.

X-RAY: Spectacular is the word for the special effects that are utilized to bring out the story and characterizations and to tie them together into an adventure drama that is interesting pretty much throughout and colorful, to say the least. The thrilling climax takes a bit of time in coming, but when it does, stand back. The story is a bit on the off-beat side and certainly the characterization of Tracy as a bottle-swiggering priest is the same. The acting is very good, as are the direction and production, and the whole could be attractive to many people with the proper type of campaign to inform them of the many merits of the drama. Some may ask why a happy ending could not be in order, which might have left many in the audience better satisfied. The screenplay is by Liam O'Brien, based on the novel by Max Catto.

TIP ON BIDDING: Higher rates.

AD LINES: "The Thriller That Shook An Island In The Pacific"; "An Unusual Conflict Between Men And Nature That Emerges As A Top Adventure Thriller."

20th-FOX

Between Heaven And Hell

MELODRAMA
94M.

20th-Fox
(Reissue) (109)

(CinemaScope; Color by DeLuxe)

ESTIMATE: Interesting war entry.

CAST: Robert Wagner, Terry Moore, Broderick Crawford, Buddy Ebsen, Robert Keith, Brad Dexter, Mark Damon, Ken Clark, Harvey Lembeck, Skip Homeier, L. Q. Jones, Tod Andrews, Biff Elliot. Produced by David Weisbart; directed by Richard Fleischer.

For complete review please refer to page 4238, Oct. 17, 1956.

The Enemy Below

MELODRAMA
98M.

20th-Fox
(CinemaScope; DeLuxe Color)
(Reissue) (108)

ESTIMATE: Absorbing, suspenseful submarine war meller.

CAST: Robert Mitchum, Curt Jurgens, Al Hedison, Theodore Bikel, Russell Collins, Kurt Kreuger, Frank Albertson, Biff Elliot, Alan Dexter, Doug McClure, Jeff Daley, David Blair, Joe Di Roda, Ralph Manza. Produced and directed by Dick Powell.

For complete review please refer to page 4607, Nov. 27, 1957.

The Frogmen

MELODRAMA
96M.

20th-Fox
(122) (Reissue)

ESTIMATE: War thriller should ride into the better money.

CAST: Richard Widmark, Dana Andrews, Gary Merrill, Jeffery Hunter, Warren Stevens, Robert Wagner, Harvey Lembeck, Robert Rockwell, Henry Slate. Produced by Samuel

G. Engel; directed by Lloyd Bacon.

For complete review please refer to page 3095, June 20, 1951.

House of Bamboo

MELODRAMA
102M.

20th-Fox
(Reissue) (106)
(CinemaScope; Color by De Luxe)
(Filmed in Japan)

ESTIMATE: Highly interesting meller.

CAST: Robert Ryan, Robert Stack, Shirley Yamaguchi, Cameron Mitchell, Brad Dexter, Sessue Hayakawa, Biff Elliott, Sandro Giglio, Elko Hanabusa, Harry Carey, Peter Gray, Robert Quarry, DeForest Kelley, John Doucette. Produced by Buddy Adler; directed by Samuel Fuller.

For complete review please refer to page 3994, July 13, 1955.

The Hustler

DRAMA
135M.

20th-Fox
(CinemaScope)

ESTIMATE: Good off-beat drama about off-beat people.

CAST: Paul Newman, Jackie Gleason, Piper Laurie, George C. Scott, Myron McCormick, Michael Constantine, Stefan Gierasch, Jake LaMotta. Produced and directed by Robert Rossen.

STORY: Paul Newman is a traveling pool shark, going through the west with friend and manager Myron McCormick, making money when others bite at the bait of beating Newman. The latter hopes to get enough together to come to New York to take on the champ player, Jackie Gleason. They do meet at a popular pool hall, and the result is an exhausting battle of skill and nerves. Eventually, veteran Gleason wins out. The battle has been watched closely by gambler George Scott, who stops at very little to make money. Newman heads for the bus terminal after splitting the little money that is left with McCormick. There he meets lame Piper Laurie, who takes to drink occasionally when she wants life to appear better, and they eventually wind up living together. McCormick finds him, but Newman refuses to rejoin him. He also turns down Scott, who wants him to go to work for him. Newman continues to hustle pool until he has his thumbs broken in a tough, waterfront pool-room where his identity is discovered. While Laurie admits her love for him, Newman can't come out with the words. Now, Newman is willing to compromise, and he accepts Scott's deal to give him a large percentage of his winnings. Scott gets him a date in Louisville during the Kentucky Derby, and Newman takes Laurie along with him. She tries to show him that Scott is no good for him, but Newman only has a passion to win at pool. Scott tries to get her to leave him. She can't take the pressure anymore and takes her life in the hotel suite. Newman, too late, finds the words admitting his love for her. He returns to New York and takes on Gleason again, beating him and regaining his self-respect when he refuses to make a deal with Scott, who lets him go after the showdown.

X-RAY: A smart-alec expert at the game of pool coasts along through life winning a

little money and not much else until he comes up against the big-time. Then the stakes are greater and life becomes more involved. "The Hustler" is not a pleasant film, albeit it's an interesting one and a sometimes absorbing one. It will probably command attention because of its difference as to characters and subject matter, and because of the fine performances by the cast and by Paul Newman in particular in the title role. The direction is sensitive, yet hard and to the point, and the production values are good. How extensive an audience this will attract is at this writing an unknown quantity. It has much riding for it, but at the same time it also needs selling of subject matter and of a sport that has been on the wane. Some of the circumstances regarding language and situations necessitate designating the film as one suitable primarily for adults. Of course, a curiosity arousing campaign could make a big difference at the boxoffice. The screenplay is by Robert Rossen and Sidney Carroll, based on a novel by Walter Tevis.

TIP ON BIDDING: Depends on individual situation.

AD LINES: "Once You Fall For The Line of 'The Hustler' You're Hooked"; "An Unusual Story About An Unusual Man"; "He Could Charm A Girl Or A Billiard Ball With Equal Ease."

Stopover Tokyo

MELODRAMA
100M.

20th-Fox
(CinemaScope; DeLuxe Color;
Filmed in Japan)
(Reissue) (107)

ESTIMATE: Fairly interesting meller.

CAST: Robert Wagner, Joan Collins, Edmond O'Brien, Ken Scott, Reiko Oyama, Larry Keating, Sarah Selby, Solly Nakamura. Produced by Walter Reisch; directed by Richard L. Breen.

For complete review please refer to page 4397, Oct. 30, 1957.

UNITED ARTISTS

The Explosive Generation

DRAMA
89M.

United Artists
(Vega)

ESTIMATE: Better program entry with special appeal for teens and parents.

CAST: William Shatner, Patty McCormack, Lee Kinsolving, Billy Gray, Steve Dunne, Arch Johnson, Virginia Field, Philip Terry, Hanna Landy, Edward Platt, Suzi Carnall, Jocelyn Brando. Produced by Stanley Colbert; directed by Buzz Kulik.

STORY: When high school teacher William Shatner asks his class to list some of the problems they would like to discuss, topping them is the problem of sex faced by the teens and introduced by Patty McCormack, still reacting from an all-night party the night before with Lee Kinsolving, her steady boy friend; Billy Gray, at whose beach home it took place; and Suzi Carnall. Shatner tries to divert the discussion, but the students are insistent. He finally agrees, asking them to write their questions or experiences and not sign their names. After the weekend, a discussion on the papers will take place. McCormack's mother, Virginia Field, head of the Parent Teachers Association, is shocked when she hears of the session which is labeled a "sex survey." A group of the parents meet with principal Edward Platt and Shatner, and the latter apologizes but refuses to turn the papers over to the parents. Platt promises that they will be destroyed. When class convenes, the youngsters taunt the teacher to the point where he agrees that the discussion is on again, but Platt intervenes and Shatner is suspended. Kinsolving organizes the youngsters, and they all agree not to attend classes until Shatner is reinstated. Platt summons the police who break up the rally, after which the kids go to class

but refuse to talk. Even a basketball game with a rival school fails to get them to break their silence. Platt discusses the problem with Kinsolving, who convinces him. Platt insists that before the subject can be discussed in class, parent approval must be forthcoming. McCormack convinces her mother by admitting to being at an all night party and almost doing the wrong thing because the subject never was brought out in the open. Fields is convinced that discussion might clear the air, and permission is forthcoming. When Shatner is ready to bid his class farewell, Kinsolving asks him to stay, admitting that they have all learned their lesson. When Platt appears with the papers, the discussion gets underway.

X-RAY: Frank, interesting, and earthy is this tale of today's youngsters—not the juvenile delinquents but rather the healthy, well-adjusted students who have a curiosity and a desire to satisfy it via basic, down-to-earth discussion. The subject of sex and its ramifications is a touchy one, yet one that seemingly merits discussion. How the youngsters, school authorities, and parents are reconciled to talk about the situation makes for absorbing entertainment at times. The cast performs quite well, and direction and production are in the better category. There is a catchy tune heard quite often which could help in the selling. There should be some pretty good word of mouth on this prior to its openings and the exhibitor can help stimulate this for better returns. The screenplay is by Joseph Landon. It should make up well as part of the show.

TIP ON BIDDING: Higher program rates in some situations.

AD LINES: "Teens Talk About Sex In The Schoolroom"; "When They Couldn't Talk About Sex To Their Parents, They Turned To Their Teacher For Advice."

The Flight That Disappeared

DRAMA
72M.

United Artists (Harvard)

ESTIMATE: Lower half filler.

CAST: Craig Hill, Paula Raymond, Dayton Lummsis, Gregory Morton, John Bryant, Addison Richards, Nancy Hale, Bernadette Haler, Harvey Stephens, Brad Trumbull. Produced by Robert E. Kent; directed by Reginald LeBorg.

STORY: Among a plane-load of passengers are Craig Hill, rocket expert; Dayton Lummsis, nuclear scientist who has developed a super-bomb; and his assistant Paula Raymond. All goes normally until the pilot decides to try and climb above a storm. The plane refuses to respond to the controls and keeps climbing until a fantastic altitude is reached, at which point all become unconscious due to a lack of oxygen. Hill, Raymond and Lummsis are the only ones that regain their senses when the plane comes to a halt in mid-air. A mysterious figure beckons them from the plane to a place where others await their arrival. They are told that they are being placed on trial for their efforts in the development of the super bomb which can destroy the human race. They are convicted but a higher force overturns the verdict ruling that their punishment will not avoid the destruction of mankind which must act to save itself. The plane resumes its trip and lands at Washington 24 hours late. The three are convinced that if they refuse to go through with the construction of the bomb, mankind stands a chance to survive a bit longer. Lummsis destroys his notes. They decide to keep their experience to themselves.

X-RAY: The motives behind this entry may be noble, to preserve the world and its peoples, but its execution is just ordinary. The result is a fair entry for the lower half of the program. Lots of talk is used to get the plot across, while the acting, direction, and production are fair. The sequences showing the routine aboard the plane are quite good. The screenplay is by Ralph and Judith Hart, and Owen Harris.

AD LINES: "A Plane Ride That Will Never Be Forgotten"; "An Unusual Adventure In The Sky"; "Thrills From The Unknown."

West Side Story

MUSICAL DRAMA
155M.

United Artists
(Mirisch)
(Panavision 70)
(Technicolor)

ESTIMATE: Highly entertaining entry headed for top returns.

CAST: Natalie Wood, Richard Beymer, Russ Tamblyn, Rita Moreno, George Chakiris, Tucker Smith, Gina Trikonis, Jose De Vega, Suzie Kaye, Simon Oakland, Bill Bramely, Ned Glass. Directed by Robert Wise and Jerome Robbins; a Robert Wise production.

STORY: On the West Side of New York City, the neighborhood boys are resentful of the invasion of the area by Puerto Ricans and are ready to do battle at the slightest provocation. One of these gangs, the Jets, is led by Russ Tablyn. The Puerto Ricans have also banded together for mutual protection, led by George Chakiris. Police lieutenant Simon Oakland and officer Bill Bramely do the best they can to keep order. Tamblyn and Chakiris decide to have a final showdown, and Tamblyn decides to ask former Jet Richard Beymer to help out. At a get-together at a community dance, Beymer meets Natalie Wood, recently arrived from Puerto Rico, and sister to Chakiris. They fall in love, and at her request he tries to stop the all-out fight. It gets out of hand, and Chakiris and Tamblyn are dead. One of the Puerto Rican sharks shoots Beymer in vengeance, and Wood is left doubly deprived.

X-RAY: The subject of juvenile delinquents who would be more juvenile and more delinquent to make their mark in the world and grab a place in the sun or street has been set to music here in a Romeo and Juliet theme. The words are tough, the music is tuneful much of the time, and some of the dance routines and production numbers are excellent. The cast runs great to type and performance; the direction is deft and expert; and the production values are of high quality. The use of color has been enhanced by mood-setting dissolves and other special effects to heighten the drama and romance. It's a little difficult to give an edge to anyone in a fine cast like this, but if some special mention is indicated, then the performances of Richard Beymer and Rita Moreno get this viewer's nod. Readers may recall the phenomenal success of the stage play, and there is every reason to believe that the movie version could fare similarly. Incidentally, there are some breathtaking aerial views of New York City at the start of the film. The screenplay is by Ernest Lehman, based on the play by Arthur Laurents, who wrote the book, and Leonard Bernstein, composer.

TIP ON BIDDING: Higher rates.

AD LINES: "The Fabulous Broadway Hit Now On The Giant Screen"; "Great Entertainment Is Everybody's Verdict"; "Everybody Is Talking About Wonderful West Side Story."

UNIVERSAL

The Lawless Breed

WESTERN
83M.

Universal
(Technicolor) (Reissue) (6108)

ESTIMATE: Better than average western.

CAST: Rock Hudson, Julia Adams, Mary Castle, John McIntire, Hugh O'Brian, William Pullen, Glenn Strange, Lee Van Cleef, Michael Ansara, Dennis Weaver, Bobbie Hoy, Richard Garland, Race Gentry, Forrest Lewis, Bob Anderson, Stephen Chase. Produced by William Alland; directed by Raoul Walsh.

For complete review please refer to page 3432, December 17, 1952.

The Midnight Story

MELODRAMA
89M.

Universal
(CinemaScope; Technicolor)
(Reissue; R5626)

ESTIMATE: Interesting, well-made cop melodrama.

CAST: Tony Curtis, Marisa Pavan, Gilbert Roland, Jay C. Flippen, Argentina Brunetti, Ted de Corsia, Richard Monda, Kathleen Freeman, Herbert Vigran, Peggy June Maley, John Cliff, Russ Conway, Chico Vejar, Helen Wallace, James Hyland. Produced by Robert Arthur; directed by Joseph Pevney.

For complete review please refer to page 4344, June 26, 1957.

The Rawhide Years OUTDOOR MELODRAMA

Universal
(Reissue) (R-5622)
(Technicolor)

ESTIMATE: Action entry entertains.

CAST: Tony Curtis, Coleen Miller, Arthur Kennedy, William Demarest, William Gargan, Peter Van Eyck, Minor Watson, Donald Randolph, Chubby Johnson, James Anderson, Bob Wilke. Produced by Stanley Rubin; directed by Rudolph Mate.

For complete review please refer to page 4169, May 30, 1956.

To Hell And Back BIOGRAPHICAL DRAMA

Universal
(CinemaScope; Technicolor)
(Reissue) (6107)

ESTIMATE: Well-made war film should have wide appeal.

CAST: Audie Murphy, Marshall Thompson, Charles Drake, Gregg Palmer, Jack Kelly, Paul Picerni, Susan Kohner, Richard Castle, Art Aragon, Brett Halsey, Bruce Cowling, Paul Langton, Felix Noriego, Julian Upton, Denver Pyle, Philip Lloyd Farber. Produced by Aaron Rosenberg; directed by Jesse Hibbs.

For complete review please refer to page 4001, July 27, 1955.

WARNERS

The Miracle Of Our Lady Of Fatima RELIGIOUS DRAMA

Warners
(Reissue) (006)

ESTIMATE: Well-made religious film.

CAST: Gilbert Roland, Angela Clark, Frank Silvera, Jay Vovella, Richard Hale, Norman Rice, Frances Morris, Carl Millitarie, Susan Whitney, Sherry Jackson, Sammy Ogg. Produced by Bryan Foy; directed by John Brahm.

For complete review please refer to page 3356, August 27, 1952.

FOREIGN

Girl With A Suitcase DRAMA

(Ellis Films
(English titles)
(Italian-made)

ESTIMATE: Good import.

CAST: Claudia Cardinale, Jacques Perrin, Luciana Angelillo, Carlo Hinterman. Directed by Valerio Zurlini; produced by Maurizio Lodi Fe.

STORY: Claudia Cardinale, a singer and dancer, believes in men and is charmed by Corrado Pani, his sports car, wealth, and supposed intimacy with men of importance. She leaves band leader Carlo Hinterman to go away with Pani, who abandons her after a while. She is desperate and without money and tries to track him down. When she calls at the huge house, Pani gets younger brother Jacques Perrin, 16, to get rid of her, but he winds up trying to help her and falling in love with her. He spends money not strictly his. When his aunt and priest find

out, Cardinale goes to Hinterman, who refuses to take her back. An associate does want her for a price. Perrin runs away to follow her and battles with the musician over her honor. She appreciates his love and devotion and convinces him to go home. Before he does so, he gives her an envelope. There is enough money to tide her over for the present.

X-RAY: This coming of age to a youth through his love for an attractive and older girl is a sensitive and interesting import that should satisfy art house fans. The story is well developed and proceeds at a pace to hold audience attention, while performances, direction, and production are good. The characterization by Perrin is particularly effective, making the transition from boy to man an easy one, and Cardinale is a looker who will go places.

AD LINES: "She Was Ready To Believe Anything Any Man Told Her"; "She Had Suitcase And Would Travel With Anyone"; "The Film And Girl From Abroad That Are Causing A Sensation."

The Man Who Wagged His Tail COMEDY

Continental
(English titles)
(Italian-made)

ESTIMATE: Cute entry for art spots.

CAST: Peter Ustinov, Pablito Calvo, Atoldo Tieri, Silvia Marco, Marizino Arena, Jose Isbert, Isabel De Pomes, and Caligola. Directed by Ladislao Vojda.

STORY: A section of Brooklyn caters mainly to Italian immigrants, and owner of a huge apartment house and stores is lawyer Peter Ustinov, a grasping and stingy individual who doesn't mind evicting people. Should beggars appear at his door, he barks behind it to scare them off. One day, a woman fortune teller casts a spell which turns him into a huge and ugly dog until some one tells him he is loved. His kind hearted assistant, Atoldo Tieri, takes over and is the only one who realizes what has happened. When the dog objects to some of Tieri's actions, he chases the dog into the street. Lonesome youngster Pablito Calvo and the dog become friends. Meanwhile, Tieri has taken steps to turn over a \$6,000 inheritance which Ustinov has been holding to Silvia Marco, an orphan girl newly arrived from Italy. Maurizio Arena, a young thug, has promised to marry her and is waiting for her to get the money. The dog overhears his plot to take the money and leaves her, and the next day the animal grabs the money from her hand and runs off. Marco discovers Arena's true feelings, and Tieri feels free to discuss his love for her. When the dog catcher picks up the dog, Tieri gives Calvo the money to get him off, but the lad doesn't like the animal because of what he did with the Marco money. When a group of delinquents gang up on Calvo, the animal goes to his rescue, and the lad tells him he loves him, breaking the spell. Getting back to his office, Ustinov rewards Tieri and approves changes made by him for his tenants. He then goes off to find Calvo and rewards him for his many kindnesses.

X-RAY: Lots of charm and loads of fun are to be found in this well-made comedy fantasy that is pleasantly interesting throughout, even though there aren't many surprises. Good performances, smart direction, and competent production contribute much to the film's success, and art house patrons should feel rewarded after the viewing. Peter Ustinov is a name highly familiar to art house patrons and his animal counterpart, Caligola, deserves mention for his convincing performance of a man not caring to be a dog. The screenplay is based on an idea by Istvan Bekeffi.

AD LINES: "Fun For All"; "The Comedy Fantasy That Will Be Loved By All Who See It"; "Was He A Dog Or A Man? Don't Miss The Fun-Filled Answer"

MISCELLANEOUS

Not Tonite, Henry!

COMEDY
65M.

Essanbe
(Eastman Color)

ESTIMATE: Fast buck peep-show.

CAST: Hank Henry, Little Jack Little, Genii Young, Susan Woods, Valkyra, Brandy Long, Margie Welling, Daurine Dare, Joanne Berges, Betty Blue, Babe McDonnell. Produced and written by Ted Paramore and Bob Heiderich; director by W. Merle Connell.

STORY: Hank Henry, henpecked by his wife, thinks back on some of the great love affairs of history. He imagines himself in the role of the great lover, only to find that such men as Napoleon, John Smith, Samson, etc., were likewise no match for their mates. Returning home to make the best of his marriage, he is welcomed by a very loving wife.

X-RAY: The rash of nudie quickies adds another to their number with this low budget entry designed to cash in on the quick buck. Nothing much happens, and the whole thing is really quite dull, but devotees of the undraped female form will find enough to ogle. This is the kind of film fare that can only hurt the entire legitimate industry and intensify the efforts of pro-censorship forces. Unfortunately, the peepers come out in droves. Color enhances the distasteful package, and only the spots catering to burlesque addicts who laughingly consider themselves adults can play it.

AD LINES: "Not Recommended If You Blush Easily"; "The Anatomy Award Winner Of 1961."

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ALPHABETICAL GUIDE TO 31 Features Reviewed

This index covers features reviewed thus far during the 1961-62 season in addition to features of the 1960-61 season, reviewed after the issue of Aug. 23, 1961.—Ed.

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EXPLOITATION

ACTUAL PROMOTIONS, accomplished by Experienced Theatremen, that can be applied with profit to many other Theatre Situations.

This special section is published every-second-week as a separately bound saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each such cumulatively numbered saveable section represents current submissions that have been judged by the Editorial Board as having the originality and ticket selling force to warrant placement in the 1961 SHOWMEN OF THE YEAR CONTEST (explanation elsewhere). It is recommended that theatremen save complete annual consecutively numbered files of these EXPLOITATION sections, and on the last page of each issue will be found a complete cumulative index for the year. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Pa.

SEPTEMBER 27, 1961 SECTION THREE
VOL. 66, NO. 16

Individual ACHIEVEMENT CITATIONS have been issued for each of these:

B | KIDS' MATINEES

NUMBER B-20

Vacation Kiddie Show

THEATRE: Rogers

ADDRESS: Shelby, N. C.

MANAGER: Don Hollar

We sold a kiddie show to a local Royal Crown bottler for a 10 week period. We selected 10 features that would appeal to the kids and yet suit their parents—features such as "Francis In The Navy," "For The Love Of Mike," "Black Beauty" etc.

About two weeks before our first show we started our ad campaign. We put banners on all of the bottlers' trucks and in front of the theatre, stating that we would have a kiddie show every Wednesday morning, admission six Royal Crown bottle caps. We went to the larger supermarkets and set up displays with about a hundred six-bottle cartons of Royal Crown we put cards explaining the kiddie show. We also had 10 spots a day on our two radio stations plus a three column by 6 inches ad in our daily paper each Tuesday.

Our first show attendance was about 750. It kept getting larger and by the third show we were running a 9.30 a.m. show and another one at 11. By this time we started giving away some six-bottle cartons of the soda; and this led to our deciding to see how many additional bottle caps we could get in. We held a toy auction having promoted a lot of toys, games, etc. for which the kids bid with bottle tops. We received 6500 caps for admission and about 9,000 for the auction. This auction show proved so popular that we held an extra show, number 11, and gave away a bike. On our 11 shows we played to about 12,000 kids.

These shows were sold to the bottler for a nice profit. We had a terrific concession business for 11 weeks; the bottlers paid all advertising and for all giveaways. The kids had a wonderful time during their vacation; the parents were happy for our entertaining them every Wednesday morning; the bottler was happy and so were we. It was well worthwhile and we plan to repeat this next year.

NUMBER B21

It's Nice To Say 'Thank You'

THEATRE: Court

ADDRESS: Hamilton, Ohio

MANAGER: Keith Musser

This summer we had some excellent family entertainment, and were certainly blessed



The one-performance only policy of showing Warners' "Splendor In The Grass" approximately a month in advance of regular openings attracted a huge crowd to Interstate's Palace, Dallas. Dave Beuret, radio station WFAA, is seen interviewing patrons after the showing.

with kid business. At the end of the vacation period we ran a 3 columns by 7¾ inches plain ad in the Hamilton Journal in the form of a letter of appreciation. The comments were amazing so we are passing it on for what it is worth.

"An Open Letter

To All The Moms and Dads And Boys and Girls

Of Hamilton

As the vacation period comes to an end, we at the Court Theatre wish to thank all you Moms and Dads for sharing your children with us this summer.

We feel flattered and very proud of the 36,119 children who attended the Court this summer, and we want all you Moms and Dads to know that they were the best behaved, finest mannered, and nicest group of children it has ever been our privilege to entertain.

And Boys and Girls we want you to know

it was a pleasure to have you with us, and we thank you for coming. We hope you had fun all the time you were here. There is no greater thrill around the theatre than to hear the shrieks and laughter of a happy group of children. May every one of you live just as long as you like, and continue to laugh just as long as you live.

Our thanks to all of you.

Sincerely yours,

Last times today. Walt Disney's "Nikki, Wild Dog Of The North" plus "Days Of Thrills and Laughter."

NUMBER B22

Kiddie Activity Every Saturday

THEATRE: Castor

ADDRESS: Philadelphia, Pa.

MANAGER: Danny Cohen

We use some kind of a contest or game every Saturday matinee. With no fan-fare and no advertising expense we make use of a whole bag-ful of old and proven kiddie stunts and make them pay off at the box-office because the kids know that there's something doing at this theatre every week.

The local merchants supply prizes for the winners—just small stuff, but the kids like it because they WIN it. The participating merchants are Sobel's Hobby Shop and Castor Delicatessen and they receive a small mention on the Saturday matinee kiddie display in the lobby. Sobel's by the way, furnishes all recorded music used in the theatre in return for a small mention in the lobby. This keeps us furnished with fresh music at all times and at no cost.

Among contests so well received by the kids that they will be repeated are Balloon Ping Pong (bouncing a balloon on a ping pong paddle); Balloon Blowing and Bursting; Pie Eating and Cracker Eating; and a little thing we dreamed up called Save Your Ticket Stubs. This one is slipped in every second or third week and works like this. Children are told to save their ticket stubs since a prize will be given to the kid with the greatest number in his possession. They never know when this gag will be sprung so they bring their entire collection every week and, of



Crowd lined up at 5.45 A.M. for breakfast show and first showing of Warners' "Fanny" at the Center, Denver.

DO SAVE . . . EXPLOITATION

Published at every second-week intervals, these classified and indexed promotional stunts are cumulatively numbered and indexed, and are punched for permanent filing. Establish your own encyclopedia on exploitation!



Borrowing an idea from Paris and New York's Washington Square, Warners field exploiteer J. D. Woodard set up easels with the Zinn Arthur color photos on a New Orleans street to call attention to the local premiere of "Fanny," RKO Orpheum. A "Parisian model" supplied information about "Fanny" to passers-by.

course, keep adding to it. This is a great stunt to insure continued interest.

G | STUNTS-BALLY

NUMBER G39

Can You Blame Her? Contest

THEATRE: RKO Keith's,
ADDRESS: Syracuse, N. Y.
MANAGER: S. L. Sorokin

We played Warner's "Claudelle Inglish" early. No material was available except stills. From a full page ad in "Variety" we blew up two 40x60's locally; and these gave us our first advance displays long before the regular paper was ready.

We purchased what we believe to be the first hard covered book on "Claudelle Inglish" sold in Syracuse. Using stills to match the pages from the book, we made up a special display which included large cut-out letters of "Claudelle Inglish"; a color enlargement of the cover of the book; and another trade paper ad. Everything was put together to make up a display covering almost one full side of our lobby, approximately 24-sheet size.

Next a tieup with radio station WOLF was effected: "Girls, Can You Blame 'Claudelle Inglish' for what she did. 'See the picture starting Wednesday and write your answer in 25 words or less. Attach your ticket stub and send to the manager of the RKO Theatre not later than midnight, Tuesday, Sept. 12. Best answer will receive guest tickets. For full details listen to WOLF 1490 on your dial." We distributed in advance 3,000 little heralds containing the same copy and spe-

cial display set up in lobby surrounded by stills also sold the contest.

We used teaser ads on this one using 15 variously worded, "Why will everyone be whispering about 'Claudelle Inglish?' You will find out . . . etc.;" "Was Claudelle Inglish to blame for what she did?" . . . "Was Claudelle Inglish A Good Or Bad Girl?" etc. Each teaser was placed on a separate page of the newspaper, except for the drama and financial pages. They were 20-line, single column ads enclosed in a box effect and could hardly be missed. These ads were used on different days in both newspapers, the day before and on opening day.

A sneak preview was held on Friday evening five days in advance of playdate. Special preview cards were issued. The patron could win guest tickets for their comments on "Claudelle Inglish." This helped us to get comments without too much difficulty. Approximately 90% of the comments received were excellent.

After the sneak preview, I thought that the ending was very dramatic and that it would actually spoil the picture if anyone came in 10 minutes before the picture ended. Special copy mentioning this was used in all ads.

In addition, displays were set up in the book departments of Day Brothers and W. T. Grant's.

I | INSTITUTIONAL

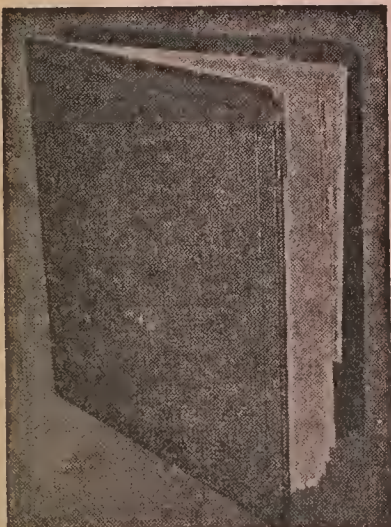
NUMBER I-13

Turn Your Theatre Into An Opera House

THEATRE: Broad
ADDRESS: Philadelphia
MANAGER: Luke Hoffman

Recently we played our fourth series of

SAVE . . . these EXPLOITATION sections!



Specially Numbered, Classified, Indexed and Punched for Filing, they will prove to be an encyclopedia of useable exploitation stunts.

A standard 10 1/2" x 12 3/4" Ring Binder can be purchased locally, or the sturdy 3-ring

Service-Kit Binder

capable of holding two full years of data is available to Subscribers for \$1.50 each.

(Price includes shipping costs. Cash with order, or C.O.D.)

MOTION PICTURE EXHIBITOR
BOOK SHOP

317 N. Broad Street
Philadelphia 7, Penna.

Opera Films; and these Tuesday one-nighters have caught on very nicely at this little house.

We kept plugging away with our mailing list that has been built up during the past series. Of all the theatres in the circuit playing the opera series, the Broad has been the most successful due most likely to its location on North Broad Street.

For this type of show tickets are sold in advance, usually at six for \$5; five for \$4; and only one show is given each evening starting at 8.40 P.M.

For the benefit of exhibitors wishing to try the policy, which proved profitable and popular in many locations, Eddie Gabriel, here in Philadelphia, has the following opera subjects available: "Eugene Onegin," "Lucia Di Lamermoor," "Figaro," "Pagliacci," "Faust," "La Forza Del Destino," "La Traviata," "Rigoletto," "Il Trovatore" and "Cavalier Rusticana." There are other subjects available from other independent distributors.

NUMBER 1-14

A Product Guarantee

Trans-Texas Theatres, Inc.,
Dallas, Texas

General Manager; Norm Levinson

We are about to inaugurate a new policy of a "movie guarantee ticket-back pass" to our patrons who are not satisfied with any movie shown at our theatres.

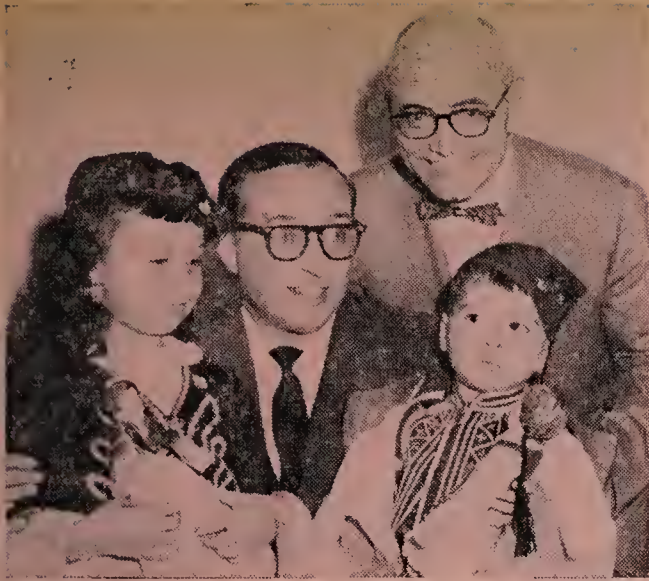
A circuit-wide operation at nine theatres—the Hollywood, Ft. Worth; Strand, Wichita Falls; Fine Arts, Dallas; Texas, Capitol, Burnet Drive-In, Chief Drive-In, Austin; Fine Arts, Denton; and State, Denison. The only two theatres not included are the Capri, Dallas, and Capri, El Paso, because these houses will be showing the roadshow engagement of Cinerama.

Our new policy will be advertised via newspaper stories, ads, radio, screen trailers, posters, etc., and got off to a fast start in a column by William A. Payne, amusements editor, Dallas Morning News, which said, "Trans-Texas Theatres is about to inaugurate a 'movie guarantee ticket-back' pass system to patrons who do not enjoy a motion picture being shown at one of the circuit's movie houses. We try to offer the finest motion pictures available; but we are the first to agree that not every person will completely enjoy every movie and this is why starting Oct. 1 we will cheerfully offer a pass for any future show if our customers are not 100 per cent satisfied. Our aim is to keep our patrons happy and in the movie-going habit," said

(Continued on page EX-352)



In Chicago, a trio of pretty pill givers dressed as nurses handed out on opening day special envelopes containing red cinnamon candy labeled with copy, "RX. Take this pill and see 'The Young Doctors' now playing at B and K's United Artists Theatre."



Columbia Exploiters

Do A Varied Job

MANY AND VARIED were the advertising-publicity facets tapped recently by Columbia exploiters, including area ad-man Milt Young, in the interest of several films which played Dave Milgram's Fox, Philadelphia.

Seen above is Carl Foreman, producer, "The Guns of Navarone", who, on the occasion of his visit to Philadelphia for the opening of the picture, presented to two Greek youngsters authentic dolls dressed in practically the same costumes. Kathy Sarris, seven; and Christ Sarris, two and one half, children of Bill Sarris, Greek American radio broadcaster, were recipients of the dolls, as Dr. Stephen Christedes, president, Philadelphia Federation of American Hellenic Societies, looked on at Foreman's Warwick Hotel suite. In the center, Foreman is seen at a press conference with, left to right, Mr. Potter, The Independent; William Daniels, The Tribune; Miss O'Neal, The Afro-American; and Joe Rainey, commentator for radio station WDAS; and, right, Mrs. George Pavlos, wife of the past president of the Philadelphia Federation of American Hellenic Societies; and Dr. Stephan Christedes, president

of the organization, as they presented Foreman a citation for his "efforts on the cause of better understanding and relationships between the Greek and American peoples." The presentation took place during Foreman's visit prior to the opening of the film at Milgram's Fox.

Below are photos of an entirely different type of promotion—a contest set with Trailways Bus and featuring a three-day round trip to Boston for two on a tie-in on "Two Rode Together". Models Barbara Biondi, left, and Renate Guglielmo are seen in front of the theatre by the special sign announcing the contest. The bus company also had a sleek new modern bus tour the center city with 12 cloth banners attached reading "Reserved for James Stewart, Richard Widmark, Shirley Jones . . . Starring in "Two Rode Together" . . . Fox Theatre . . . Etc." In the center, the models, who were used to give out special contest forms, are seen handing Fox Theatre manager Harold Brason, one of the forms; while on the right the girls are seen handing forms to interested passers-by. Both of these entirely different stunts accomplished the desired results.



COMPANY ASSISTS

A collection of 35 of the world's most unusual exotic ritual masks, to be sent on tour across the United States in connection with the forthcoming release by Warner Bros. of "The Mask," was unveiled in New York recently by Jim Moran, publicist extraordinary, as the end-product of his 'round-the-world mask search.' "The Mask" is the first motion picture to include sequences filmed in the new depth-dimensional process. Moran, whose previous publicity exploits have included finding a needle in a haystack and releasing a bull in a china shop, journeyed to Alaska, Japan, Hong Kong, Thailand, Vietnam, Laos, Egypt, Greece, Italy and Norway in search of the masks. In addition to publicizing "The Mask," Moran will appear in the film, which is described as "an adventure in the supernatural," dealing with an ancient ceremonial mask that brings nightmarish fantasies to anyone wearing it. Members of the audience will be able to share in these fantasies by donning specially constructed masks that will be distributed in theatres. The depth-dimensional fantasy sequences in "The Mask," a Beaver-Champion Attractions presentation, were filmed with a British motion picture camera that is the only one of its kind in the world. Developed by the National Research Development Corporation, a British government concern, the camera belongs to the government of Great Britain and was never used for a feature motion picture before "The Mask." The release of "The Mask" furthers the Warner Bros. tradition of encouraging experimentation in film techniques. It was Warner Bros. that pioneered "talking pictures" and, in recent years, popularized "3-D" films with "House of Wax." Filmed by Taylor-Roffman Productions, Ltd., at the Toronto International stu-

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- I-8. Easter Community Activity EX-315
- I-9. Tie-In With Farm-City Winter Fair EX-315
- I-10. Extra Money From Midnight Benefits EX-324
- I-11. Charity Midnight Matinee EX-335
- I-12. Sells Sports Short EX-346
- I-13. Turn Your Theatre Into An Opera House EX-350
- I-14. A Product Guarantee EX-350

A PRODUCT GUARANTEE

(Continued from page EX-350)

Norm Levinson, general manager of the theatre chain. The plan will work like this: If after seeing five minutes or the full show a patron is not happy with the picture, he can obtain a movie guarantee ticket-back pass by presenting the stub of his paid admission ticket to the theatre manager or assistant manager. This guarantee will be good for family groups as well as individuals. Trans-Texas is probably the first circuit in the country to approach patron satisfaction in this way.

We believe the time has come to put on our thinking caps and have the foresight to try new ways and means of bringing people back into the theatres. This plan, we hope, will stimulate the movie going habit, retain our customers, promote goodwill, fill our theatres on slow nights, and have more people watch coming attractions on the giant screen.

Our reasoning for this idea is the mere fact that all businesses guarantee their merchandise, and we in turn feel that our product, namely entertainment, should also be guaranteed to the public.

This project, conceived by Trans-Texas Theatres, has been worked out in full detail by president Earl Podolnick and general manager Norm Levinson.

SERVICE MANUALS

for the quick and proper training of new and old theatre employees. LATEST REVISION also includes the additional data necessary to DRIVE-IN THEATRES!

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Phila. 7, Pa.

THE NEW 1961 "Showman-of-the-Year" CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation, And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to a Board of Judges for their individual study and their personal choice of the BEST THREE. A minimum of

\$30000 IN PRIZES

will be awarded to the three "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Penna.

dios in Canada, "The Mask" was produced and directed by Julian Roffman, former March of Time director who turned out the Academy Award-winning documentary, "And So They Live." Associated with Mr. Roffman in Taylor-Roffman Productions are Mrs. Yvonne Taylor, owner-operator of the Towne, International and Little Cinemas in Toronto; Ralph Foster, former chief of films and television for the United Nations, and N. A. Taylor, one of Canada's foremost theatre-owners and film distributors.

Complete back seasons of these pink reviews sections are available to subscribing theatres at 52¢ per set.



This spectacular, attention-getting front was used at the Globe, Broadway, New York City, for the premiere of "After Mein Kampf." The signs for the Brenner film were made in the Nazi colors, black and red.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Close with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 North Broad St., Phila. 7, Pa. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

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ILLNESS forces sacrifice sale modern brick and steel theatre, stereophonic sound, 36' screen, 420 seats. Apartments and space rental. Contact **OTTO SOREENSEN, Powers Lake, North Dakota.**

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ASHCRAFT HYDROARCS \$195.00; PEERLESS MAGNARCS \$225.00; Simplex or Strong 1KW arcs, \$49.50; Simplex magazines, \$4.95. Worth more in parts. **S.O.S., 602 W. 52nd, New York 19.**

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*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

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WANTED, job as projectionist. 7 years experience. Phone calls accepted. Write **HARRY F. BEARD, Box G, Hay Springs, Nebraska.** Phone ME 8-3541. (927)

MANAGER, 30 years experience, college graduate, former city manager big chain, first run theatres. Good at promotion and advertising. Best references. Prefer Chicago area. **BOX A920, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

REAL OPPORTUNITY: Live wire theatre manager; Lang Island class house; promotion, staff control, general operations must; o man on the ball will go for with us. Replies confidential. **BOX B920, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

HOUSEMANAGER—or experienced assistant, male or female, that knows theatre operation in Norfolk, Virginia area. Age bracket 25-60. Air mail previous experience, salary, draft, and marital status. **BOX C913, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

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**SHOWMEN'S
TRADE REVIEW**

Founded in 1933 by
CHARLES E. "Chick" LEWIS

OCTOBER 4, 1961

Volume 66 Number 17

IN TWO SECTIONS • THIS IS SECTION ONE



NT&T Announces Expansion Plan

(See Page 8)

Physical Theatre— Extra Profits Dept.

Henry "Hi" Martin, Universal general sales manager, made his screen debut recently in a special compilation of scenes from top upcoming U-I product. Pleased exhibitors have welcomed both the features and Martin, one of the screen's bright new faces.

"It Sure Ain't Gonna Help" . . . see editorial—page 5

Metro-Goldwyn-Mayer presents

Bob Hope ♡ Lana

in a TED RICHMOND PRODUCTION

BACHELOR in PARADISE



co-starring

JANIS
PAIGE

JIM
HUTTON



Those two young lovers from "Where The Boys Are" and "The Honeymoon Machine"

PAULA
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Screen Play by
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TURNER

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He's the world's greatest authority on **LOVE**...and she has a few ideas of her own!



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OUTGROSSES**



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Journey To The Center
Of The Earth
Return To Peyton Place

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Volume 66 • No. 17

OCTOBER 4, 1961

"IT SURE AIN'T GONNA HELP"

LAST SATURDAY, the National Broadcasting Company, after many fruitless attempts, at last cracked the supremacy of the Columbia Broadcasting System, which had long dominated the evening through popular western programming. The lesson to be learned from this ratings struggle of the video giants is one that our industry has known for some time—movies are still the best entertainment medium.

NBC showed "HOW TO MARRY A MILLIONAIRE," a 20th-Fox production made for CinemaScope presentation in theatres, and the prime-time experiment proved again that nothing made especially for the small screen medium can approach Hollywood's wide-screen efforts in audience appeal.

Needless to say, the nation's exhibitors are not particularly thrilled by NBC's victory. Saturday night has always been the best for theatres everywhere, and to be forced into competition with their own product being given away free by a competing medium of entertainment is a bitter pill to swallow.

It is certainly a bit too early to accurately estimate the extent of damage to the theatres' Saturday night gross. It might be safe, however, to paraphrase an ancient expression: "It may not hurt, but it sure ain't gonna help." TV stations everywhere are taking full newspaper pages to herald coming Saturday night prime-time features.

Some theatremen feel the pinch already. A letter from Franz F. Beilfus, Browns Theatre, Snohomish, Wash., (population—4,000) puts it this way:

"Tonight I was surprised to find that I had only 75 customers in my theatre, which seats 450 persons, while the previous night I had a capacity house. Because business was so slow, I went home early. I turned on the television set, and to my shocked surprise, a nationwide NBC network broadcast of 20-Fox's 'HOW TO MARRY A MILLIONAIRE' was being shown. The more I watched, the more disgusted I became. The finale consisted of 'The End. A CinemaScope Production.' This is surely a good way to confuse the public as to what a CinemaScope production is supposed to be. The least they could have done is black out the word CinemaScope. As far as I am concerned the use of the word CinemaScope on tele-

vision is nothing less than false advertising.

"I feel that this is more of a threat to theatres of the nation than toll-tv is, which theatre owners have been fighting. The film corporations know that we have been winning this fight, and their allowing recent motion picture productions to be shown on a nation-wide circuit is nothing less than declaring war against all the theatres of this country. Theatres can not compete with a competitor that is allowed to show these productions FREE. This act will darken many theatres across the country if it is allowed to go unchecked.

"The theatre plays a very important part in Snohomish as it also does in hundreds of other communities across the country. I think it is very unfair for the large film companies to operate with no consideration whatsoever for the theatres that have been selling their products for many years. Often we are blamed if the films do not do well. I think that if they would study their business habits, they would be surprised to find that some engagements do poorly because of double dealing on the part of the distributor.

"I think it is time for theatre owners across the country to band together and fight this situation. I am writing to Theatre Owners of America because I feel that every manager in the country should be alerted. Also I am contacting all the managers in my area."

Mr. Beilfus is willing to put himself on record and battle for what he believes, and in this case he believes the forces of production-distribution have made a serious blunder. It seems to us that production currently wears two hats, one for theatres and one for tv. Deals such as the prime-time NBC deal is bound to get dirt on both chapeaux. First, they will be competing with and hurting the grosses of important new theatrical films. Second, they will be competing with their own programs made specially for tv, and these shows can only suffer by comparison.

It's a prime-time headache for exhibitors, and we can only hope that self-interest will prompt an end to such suicidal activity.

If not, where we go from here is anybody's guess.

"HI" MARTIN'S SCREEN DEBUT

UNIVERSAL unveiled a bright new screen star recently, and we think the young man has a promising future in this business. His name is Henry "Hi" Martin, and his first screen credit is a compilation of scenes from six upcoming U-I features that promise exhibitors everywhere as much in the way of laughter, excitement, and color as any blockbuster.

Features included in the presentation are the hilarious "LOVER COME BACK," starring Doris Day, Rock Hudson, and Tony Randall, a sure comedy winner; "BACK STREET," starring Susan Hayward, John Gavin, and Vera Miles, a heart-tugging love story with sock femme-appeal; "CAPE FEAR," starring Gregory Peck, Robert Mitchum, and Polly

Bergen, action-packed adventure chiller; "THE OUTSIDER," starring Tony Curtis, powerful drama of Iwo Jima's Indian hero; "THE LAST HERO" (tentative title, and we hope they change it), starring Kirk Douglas in a new kind of western role; and "FLOWER DRUM SONG," lavish and spectacular screen version of the stage hit, starring Nancy Kwan, Miyoshi Umeki, and James Shigeta.

It appears to be a brilliant lineup and should gladden the heart of any showman. Martin handles the chore of guide on this tour of U-I's future with dignity and poise. He may not be as pretty as Doris Day, but his screen debut is still an unqualified success.

NEWS CAPSULES



FILM FAMILY ALBUM

Arrivals

Jack Sanson, Stanley Warner resident manager at the Strand, Hartford, and Mrs. Sanson are grandparents for the first time with the birth of a baby boy, named John, to their daughter, Mrs. Dorothy Hall.

Diamond Rings

Mr. and Mrs. Emery Austin announced the engagement of their daughter, Mary Alice, to Gary Frederick Van Allen, of Baldwin, N.Y. Austin is head of exploitation in the advertising and publicity department of MGM in New York.

Gold Bands

Bruce Jeffrey Miller, son of the late Herbert Miller, former editor of MOTION PICTURE EXHIBITOR, will be married to Norma Jacobs at Har Zion Temple, Philadelphia, on Oct. 22.

Obituaries

John F. Barry, who organized and was principal instructor of the Publix Theatres Managers Training School in the late 1920's, died at the age of 68 in Orlando, Fla., of a cerebral hemorrhage. A good number of men distinguished today in exhibition, production, and distribution were introduced into show business by Barry.

Wilton (Bill) Farnsworth, manager, Josephine, San Antonio, for the past three years, died following a heart attack. Farnsworth, 52, was stricken in the offices of Cinema Arts Theatres, owners of the Josephine, and was dead on arrival at the Santa Rosa Medical Center. Prior to coming to San Antonio, Farnsworth managed for the Interstate Circuit in Fort Worth, Tex. He is survived by his mother and a sister.

Harry Finger, 56, resident manager for Keppner-Lipman Theatres at Mansfield, Conn., Drive-In, died. Lou Lipman, company partner, was his son-in-law.

Louis Goldstein, 64, who retired from the industry two years ago, died in his Hollywood home. He founded Hygo Television Films in 1952, with his nephew Jerome Hyams, currently Screen Gems vice-president and general manager. Prior to this, Goldstein had been in the international department of Columbia Pictures for 25 years. He is survived by his wife and two sons.

Doris Pashley, wife of Ray Pashley, a former well known exhibitor in western New York state and a former film salesman in the Albany-Buffalo territories, died at Fort Myers, Fla., after a long illness. Ray and his wife had established a public accounting service in Fort Myers.

Robert B. Wilby, pioneer theatre executive, died at his home in Atlanta after a long illness. Wilby, co-head of the Wilby-Kincy Circuit of Alabama, Tennessee and Georgia, was one of the founders of Theatre Owners of America and the American Theatre Association, which preceded TOA. He was a member of TOA's executive committee since the group was founded in 1947.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., OCT. 2

ITOA Reelects Slate Headed By Brandt

NEW YORK—At their first fall meeting at the Astor Hotel, the Independent Theatre Owners Association re-elected all existing officers.

Harry Brandt was re-elected president; Max A. Cohen, first vice-president and board chairman; William Namenson, second vice-president; Julius Sanders, third vice-president; Norman Leff, fourth vice-president; Leon Rosenblatt, treasurer; Edith Marshall, secretary; and John C. Bolte, Jr., sergeant-at-arms.

Re-elected to the board were Felix Bilgrey, Sam Freedman, Al Greene, Jack Hattem, Jack Heyman, Ben Knobel, Howard Lesser, Martin Levine, Al Margulies, Stewart Marshall, Mel Miller, Ray Rhone, Jack Rochelle, Tom Rodgers, and Murray Schoen. Robert Goldblatt and Robert Seltzer are associate board members.

Sam Horowitz and Sidney Gottlieb are recognized as new members of the board.

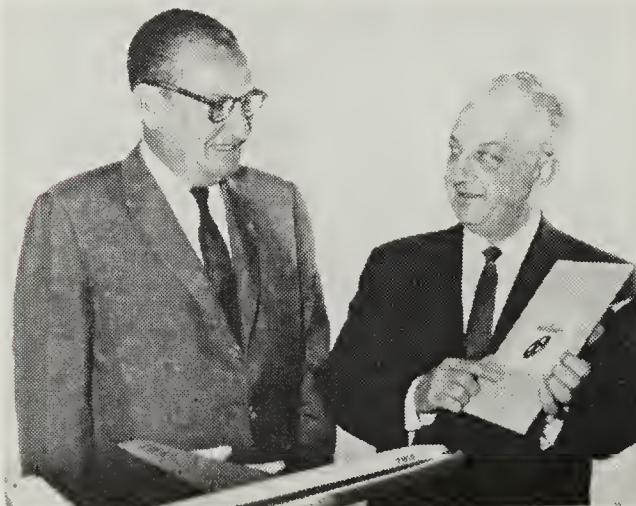
In addition to the elections, ITOA admitted the following new members:

Sid Dreier, Salisbury Theatre, Old Westbury, N. Y.; Si Frank and Sid Sinetar, Town and Country; Meyer Ackerman and Robert Ferman, Carnegie Hall Cinema, New York; Salomon and Pat Mandel, Fairmount; and H. Taylor, Burland, the Bronx.

JDA Honors Walsh

NEW YORK—Richard F. Walsh, president, LATSE, will receive the annual Human Relations Award of the Joint Defense Appeal at a luncheon in his honor at the Park Sheraton Hotel on Oct. 31, it was announced by Harry Brandt, JDA campaign chairman.

Walsh will be honored by the JDA's motion picture and amusement division and was selected, Brandt said, because of his sympathetic understanding of the problems of human relations in America's pluralistic society, and his earnest efforts to promote inter-group harmony.



E. O. Cocke, left, senior vice-president and general manager, TWA, and David Flexer, right, president, Inflight Motion Pictures, Inc., are seen as they got the latest phase of the industry "off the ground."



BROADWAY GROSSES

"Hustler" In Big Opening

NEW YORK—"The Hustler," 20th-Fox drama, opened big at the Paramount to lead Broadway's first-run entries over the weekend.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"THE HUSTLER" (20th-Fox). Paramount registered a big \$66,000 for the opening week.

"COME SEPTEMBER" (U-I). Radio City Music Hall, with stage show, did \$88,000 for Thursday through Sunday, with the fourth and last week headed for \$130,000.

"A THUNDER OF DRUMS" (MGM). Capitol stated that the opening week would reach \$17,000.

"THE HONEYMOON MACHINE" (MGM). Loew's State reported that the sixth week would hit \$8,000.

"EXODUS" (UA). Warner announced the 42nd week holding at \$13,000.

"SPARTACUS" (U-I). DeMille garnered \$15,000 for the 52nd week.

"THE YOUNG DOCTORS" (UA). Astor registered a good \$17,000 for the sixth week.

"GUNS OF NAVARONE" (Columbia). Criterion still registering good business with \$25,000 in the 16th week.

"FRANCIS OF ASSISI" (20th-Fox). Rivoli tallied \$10,000 for the 10th week.

Calif. Suit Decided

LOS ANGELES—Jury verdict in favor of Fox West Coast Theatres Corporation, National Theatres and Television, Inc., Pacific Drive-In Theatres, Inc., and five distributors was returned in the court of U.S. District Judge Harry C. Westover in the anti-trust damage suit by Beacon Theatres, Inc., owner and operator, Bel-Air Drive-In, Fontana.

Beacon's claim was for \$300,000 damages, to be trebled by reason of the defendants allegedly conspiring to prevent the Bel-Air from obtaining a day and date run with Fox West Coast's California, San Bernardino.

The case was originally filed by Fox West Coast Theatres Corporation on Oct. 31, 1956, seeking a declaratory judgment as to runs in the San Bernardino area.

Fox West Coast and National were represented by Frank R. Johnson and Hudson B. Cox. Harry B. Swerdlow represented Pacific Drive-In Theatres. The distributors, Warner, Buena Vista, United Artists, 20th Fox, and M-G-M, were represented by John L. Cole and Robert A. Holtzman. Attorneys for the losing plaintiff were Jack Corinblit and Fred A. Weller.

The anti-trust claim was filed as a cross complaint.

Johnson Heads Wisc. Allied

PEWAUKEE, WISC.—The Allied Theatre Owners of Wisconsin reelected Edward E. Johnson as head of the organization.

Other reelections were Ben Marcus, board chairman; Dean Fitzgerald, vice-president; S. J. Goldberg, national director, and Harold P. Pearson, executive secretary.

Record Attendance At Mich. Meet

**Allied Sessions Discuss
Varied Industry Agenda;
Fine To Talk Contracts
With All N.Y. Distributors**

DETROIT—The blue print for the 42nd annual convention of Allied Theatres of Michigan became a successful reality in every respect, when a record attendance learned from and enjoyed the two-day meeting.

It opened with a breakfast hosted by Alexander Film Company in the Town Room of the Sheraton Cadillac Hotel, also the site of most convention activities.

After breakfast, delegates went into a business and election session. Discussed were the National Allied insurance program and other industry matters. All officers and executive committee were reelected, save two replacements for those who had resigned.

The Variety Club luncheon in the Founder's Room did honor to Richard Graff. He came from Chicago five years ago where he had been in charge of sales to become branch manager here for Universal, and a member of the crew of Tent 5. Now he has been returned to Chicago as branch manager in the Windy City.

Chief Barker Woodrow R. Praught read a letter written to Chief Barker Nat Nathanson of Tent 26 recounting Dick's fidelity, ability, and the esteem in which Detroit holds him.

To him and his wife Gail, a Barkerette, Adolph Goldberg presented in behalf of the Tent, a handsome suitcase as Barkers and Allied members applauded.

Hi Martin, U-I sales manager, and Pete Rosian, district manager, were also on hand to do tribute.

After the presentation, the former gave a small talk on forthcoming U-I product, and the assemblage was shown the first screening any place of extended special production reels. The exhibitors reacted very happily to the liberal slices of forthcoming product, which were from "Lover Come Back," "Back Street," "The Outsider," "Cape Fear," and "Flower Drum Song."

Confection Cabinet Corporation, ABC Vending subsidiary, sponsored the luncheon.

The afternoon session on showmanship also included a talk by Al Boudouris, B. A. Auto, Toledo. Boudouris indicated that with costs of every description rising, admissions should be hiked. While there was no discussion, several exhibitors remarked off the record they felt equally strongly today was no time to increase prices.

Variety Club then opened its doors to conventioners and wives, as did the hospitality suites of National Carbon and Electro Carbons.

The following day both mornings and afternoons were left open for conferences.

At noon, the Pepsi Cola Company gave the Motion Picture Industry Luncheon in the Founder's Room.

Laughter was elicited when Hank Cockerill, of Coca Cola, and a guest at the luncheon, won a door prize—a case of Pepsi Cola!

Michigan Governor John B. Swainson wired congratulations from Lansing. Speaker of the State House Don R. Pears, an exhibitor, attended and spoke. Also putting in articulate appearances were two Detroit Councilmen, William G. Rogell and Edward Carey, fol-

(Continued on page 10)

Exclusive Second-Run For "Fanny" In N. O.

NEW ORLEANS — Warner Brothers changed the city's traditional release system by offering "Fanny" on an exclusive basis for second run at a single neighborhood theatre.

Usually a picture opens downtown and then plays at a group of non-competitive neighborhood houses for engagements 28 days after the completion of the downtown run. However, Warners is offering "Fanny" to the neighborhood Pitt reportedly 21 days after first-run at the RKO Orpheum, where it played two weeks. Following the run at the Pitt, Warners are said to be offering it to six other neighborhood theatres in different zones for opening 28 days after conclusion of the Pitt engagement.

This is said to be the first time that Warners have gone in for an exclusive run, and since the Pitt has parking space, it is expected that its engagement will draw from audiences of other neighborhood houses.

Cooper Out Of Race For TOA Presidency

COLUMBUS, GA.—Roy Cooper of San Francisco, chairman of the executive committee of Theatre Owners of America, has asked E. D. Martin of this city, chairman of TOA's nominating committee, to eliminate his name from among those being considered for the presidency of TOA.

Martin disclosed that he had received a letter from Cooper saying that "due to several theatre acquisitions and plans for the future, it would be impossible for me to devote the time and energy to properly administer the office of president, if I should be honored by being considered for that office."

The new officers of TOA for the 1961-62 year are to be elected at TOA's annual board of directors meeting on Sunday, Oct. 8, the day prior to opening of TOA's 14th annual convention at the Roosevelt Hotel in New Orleans. Albert M. Pickus of Stratford, Conn., is serving his second term as TOA president.

U-I Wins Copyright Suit

NEW YORK—The suit of Universal Pictures against Nu-Cards, Inc., and Alexander Korn for copyright infringement of Universal's "stills" of scenes from certain of its "horror monster" pictures, by Nu-Cards' publication of miniature reproductions of such stills on "trading cards," ended with the entry of a consent decree against Nu-Cards and its president, Alexander Korn, the defendants in the case.

Under the terms of the decree, the defendants were permanently enjoined not only from reproducing the particular "stills" involved on their "trading cards," but also from producing any of the "horror monsters" depicted by those "stills" in any form. Defendants also consented to pay damages in the sum of \$2,500 to the plaintiff copyright-owner, Universal.

Plaintiff Universal was represented by the law firm of Sargoy and Stein. Cowan, Liebowitz, Emmanuel, and Latman represented the defendants.

Youngstein Keynotes Carolina Convention

ASHEVILLE, N.C. — Max E. Youngstein, vice-president of United Artists, was to deliver the keynote address Monday (Oct. 2) at the opening business session of the 49th annual convention of the Theatre Owners of North and South Carolina, at the Grove Park Inn here, it was announced by R. E. Agle, president.

The convention opened with a board of directors meeting, and a Las Vegas Night sponsored by the Pepsi-Cola Bottlers Associations of the Carolinas. Earl W. Eller, mayor of Asheville, was to deliver the welcome address.

Philip F. Harling, chairman of the anti-pay tv committee of TOA, was to be second guest speaker Monday morning, alerting the conventioners to the dangers of pay tv.

Tuesday morning's session was to feature addresses by J. Elwood Mitchell, Sr., chairman of the board, Mitchell-Fry Insurance Company of Greensboro, and E. E. Whitaker, vice-president and operations manager, Georgia Theatre Company of Atlanta.

The annual election of officers was to follow the Tuesday morning session. At Tuesday night's President's Ball, sponsored by The Coca-Cola Company, the "Theatre Manager of the Year" award was to be presented. Managers of Carolina theatres have been competing for several months on promotions and exploitations for this honor, which includes a \$500 first prize and four runner-up awards.

A golf tournament was to be conducted each afternoon of the three day convention, and a special social program was arranged for the ladies, including a special screening of Universal's "Back Street."

Code Board Reappointed

NEW YORK—Eric Johnston, Motion Picture Association president, announces that all members of the Production Code Review Board have been reappointed for the usual one-year term to the 20-man board.

The members, in addition to directors of the Motion Picture Association, are Russell V. Downing, John Ford, Leopold Friedman, William Goetz, Leonard H. Goldenson, George Kerasotes, Stanley Kramer, Harry Mandel, Ben D. Marcus, and George Sidney.

UA Names Two Managers

SEATTLE — Robert M. "Bob" Hazard, United Artists branch manager in Seattle, has been elevated to the post of United Artists Boston branch manager, it was announced by James R. Velde, UA vice-president in charge of domestic sales.

At the same time, Velde also announced that Jack Partin, sales manager for UA in Seattle, has been promoted to the post of Seattle branch manager, succeeding Hazard.

MGM Ups Turner

JACKSONVILLE—Charles Turner, salesman in Metro-Goldwyn-Mayer's Jacksonville branch, has been promoted to the newly created post of assistant branch manager, it was announced by Robert Mochrie, general sales manager.

A 20-year man with MGM, Turner has been a salesman for the past 12 years.

NT&T In Theatre Business To Stay; Klein Outlines \$20 Million Program

SANTA MONICA, CALIF.—National Theatres and Television, Inc., will push forward with a \$20 million expansion program in the next three years, Eugene V. Klein, president of the company, declared at a "get acquainted" session here.

The head of 220 theatres in 17 states, speaking at a gathering of the company's 110 theatre managers and department heads from southern California, Arizona, and Nevada, at the Miramar Hotel, said:

"We intend to back our faith in the future of motion picture theatre exhibition, both in the hard-top and drive-in fields. Additional construction is planned in areas where mass growth and population movement have created a need and opportunity for new theatres. Our expansion plans demonstrate we are in the theatre business to stay."

Due to a continuing consent decree affecting most theatre circuits, the expansion program will be submitted for appropriate government approval, Klein said. Nine new hard-top theatres and 20 drive-in theatres are included in the growth and development program with Thunderbird Drive-In, Phoenix, Ariz., already under way for a 1,059 car drive-in.

Included in the business-building program is extensive modernization for many of the circuit's theatres.

Robert W. Selig, vice-president of theatre operations, said the upsurge in motion picture theatre business has greatly encouraged the film industry, noting that quality of films has greatly improved and that National Theatres is two per cent ahead of last year in attendance.

Selig added: "We have some of the best pictures I've seen in the last 10 years which will be released in November and December. We believe people are tired of sitting home before a little tv screen. They want to get out more and more. Hollywood is producing the product. It is giving the public both adult, realistic, and sophisticated entertainment along with important and impressive family films."

William H. Thedford, Pacific Coast division manager, presided at the meeting, which marked the start of the new fiscal year for the company. Taking part in the program was Mayor Thomas McCarthy of Santa Monica, who welcomed the group.

In line with the company's expansion and business-building program, the Lido becomes the latest show-place to be given a deluxe, \$100,000 face-lift, it was announced by Thedford.

The Lido will close Nov. 12 and reopen Nov. 21, following extensive modernization which will incorporate the latest in viewing pleasure, luxury and comfort for moviegoers.

Seating capacity will be 550 new American bodiform springback general admission seats and 250 springback loges. Tailored to improve ease of viewing, comfort and lots of leg room will be assured by a spacious seating plan.

An important feature will be the installation of a refrigeration system to provide year 'round comfortable temperatures.

National Theatres recently completed the \$100,000 remodeling of the Wilshire, Santa Monica, and is nearing completion on face-lifting its Fine Arts, Beverly Hills, which is expected to be ready by Nov. 22.

In addition, extensive remodeling plans have been announced for several additional houses in the circuit.

"Devil" Chosen For Project Under Markley Plan

NEW YORK—Milt Goodman, assistant general sales manager of Columbia Pictures, left his home office for Asheville, N. C., to attend the opening of the Markley Plan circuit meetings. Columbia's "The Devil at 4 O'Clock" has been selected as a special project picture under the plan.

Goodman was to meet with top executives of the various circuits which are participating in the plan whereby a film receives special merchandising treatment by theatre circuits coordinated with the broad national campaign designed by Columbia Pictures.

Mrs. Parker Elected President Of WOMPI

CHARLOTTE—Mrs. Myrtle Parker of Charlotte was elected president of the Women of the Motion Picture Industry at its eighth annual convention here Sept. 22-24. She succeeds Mrs. Florence Long, Toronto, Ont., Canada.

Mrs. Margaret Irby, Memphis, was elected vice-president, to succeed Mrs. Mary Hart, Jacksonville; Mrs. Jean Mullis, Atlanta, was named recording secretary; Miss Betty Beatty, Charlotte, was elected corresponding secretary; and Miss Ann Belle Miller, Denver, Colo., was reelected treasurer.

Some 180 persons attended the convention. Speakers included Mrs. Margaret Twyman, director of community relations of the Motion Picture Association of America, who spoke on "The Public Relations Wisdom of WOMPI."

The Charlotte club of WOMPI served as host to the meeting, with Mrs. Parker and Mrs. Viola Wister as convention co-chairmen.

Big TOA Convention Program Set To Introduce Screen's New Stars

NEW ORLEANS—Using the 14th annual convention of the Theatre Owners of America, opening Sunday, Oct. 8 as their stage, Hollywood producers are joining hands for the first time with exhibitors from all over the United States, to present and salute "new star talent," it was announced by Albert M. Pickus, TOA president.

Pickus said that the convention luncheon Oct. 11, and the President's Banquet Oct. 12 will be utilized to present nearly 20 new screen personalities, representing all the major film companies, to the more than 1,000 exhibitors at the convention.

A professionally planned new talent program will be utilized for the presentation, Pickus said. The Motion Picture Producers Association has assigned LeRoy Prinz to supervise the staging of the show. The studios will send their young discoveries to New Orleans with film clips of their work, and with publicity and promotion kits which are to be taken back by the theatre owners for distribution through local newspapers and mag-

Agenda Completed For Ohio Convention

COLUMBUS, O.—Several nationally-known speakers will address the first business session of the convention of the Independent Theatre Owners of Ohio on Oct. 25 at the Deshler-Hilton here, it was announced by Ken Prickett, executive secretary.

Names of the speakers will be announced later. Subjects to be covered include "You and Your Newspaper," "Public and Community Relations," and "Trade-at-Home Campaigns."

Registration will begin at 9:30 a. m. Oct. 25 and opening luncheon will be at 12 noon. There will be a cocktail party at 5:30 Oct. 25 and a buffet dinner at 6:30, followed by a screening at 8 p. m. of a Christmas release feature.

New methods in selling will be theme of the second session at 9:30 a. m. Thursday, Oct. 26. First subject will be "Television Advertising for Motion Pictures"; second, "Successful Promotions That Have Brought Boxoffice Bucks"; and third, "Firm Buying Clinic."

The clinic will be held for the first time in several years, Prickett said. The clinic is being held "so that the information concerning the problems that confront the theatre owner today may be examined and taken up with distributors. This can easily turn into the most important session of the convention. Begin now to accumulate data to be brought to this meeting."

Afternoon session Oct. 26 at 1 p. m. will be addressed by members of production. A representative of the National Association of Concessionaires also will speak. Some time will be given to discussion of the COMPO Plan.

Mrs. Vidor Joins Mirisch

HOLLYWOOD—Doris Vidor has resigned from United Artists where she was an executive working on the development of new projects, to join the Mirisch Company in what Harold J. Mirisch described as a top executive capacity.

Mrs. Vidor is the daughter of the late Harry Warner and the widow of director Charles Vidor.

Para. Field Force Discusses New Films

NEW YORK—A special two-day merchandising forum highlighting Paramount Pictures' major fall-winter releases was held for the company's entire U.S. and Canadian field force at the New York home office, it was announced by Martin Davis, director of advertising, publicity and exploitation.

Designed to further acquaint Paramount's field merchandising staff with the company's ambitious promotional program, the meetings were to focus on Jurow-Shepherd's "Breakfast at Tiffany's," which premieres Oct. 5 at Radio City Music Hall; Hall Wallis' "Blue Hawaii" and "Summer and Smoke"; and Jerry Lewis' "The Errand Boy."

Special attention was also devoted to Roger Vadim's "Blood and Roses," Edmond O'Brien-Stanley Frazer's "Man-Trap," and the national re-release of Irving Berlin's "White Christmas."

At the opening session, field representatives were greeted by George Weltner, Paramount vice-president in charge of world sales, and Jerome Pickman, vice-president and general sales manager.

The meetings were presided over by Bernard Serlin, exploitation manager, with the following speakers scheduled in addition to Martin Davis: Joseph Friedman, executive assistant to Davis; Joseph Gould, advertising manager; and Nick Mamula, publicity manager.

Field men attending the sessions included Leonard Allen, covering Atlanta, Charlotte, Jacksonville, New Orleans, and Memphis; Alan Weider, Los Angeles, Denver, Salt Lake, San Francisco, and Seattle; Henry Ehrlich, Chicago, Detroit, Indianapolis, Minneapolis, and Milwaukee; Everett Olsen, Dallas, Des Moines, Kansas City, and St. Louis; Arnold Van Lear, Boston, Buffalo, and New Haven; Mike Weiss, Philadelphia, Cincinnati, Cleveland, Pittsburgh, and Washington; and Win Barron, covering Canada.

Bergher Leaves Columbia

NEW YORK—The resignation of Michael Bergher, vice-president and supervisor of the Far East and Latin America, was announced by Mo Rothman, executive vice-president of Columbia Pictures International.

Bergher stated that he will remain active in the industry. In the industry for more than 30 years, Bergher has been a top executive with United Artists and Universal as well as Columbia, with which he was associated from 1933 to 1945 and again since 1951. Among his various positions he was a Far East supervisor and a managing director in Japan, Brazil and the Caribbean. During World War II, he was chief field representative in the Far East for the Office of War Information.

IFIDA Progress Report

NEW YORK—The Independent Film Importers and the Distributors of America's governing committee consisting of Daniel Frankel, Zenith International; Richard Brandt, Trans-Lux; and Jack Ellis, Ellis Films, in its annual report stated that fighting censorship is not "purely a matter of attacking existing restrictions but a continuous battle" against groups seeking new controls.

The report noted that there is a "growing acceptance of our product by the American people." IFIDA's part in the fight against censorship has been on the whole successful, the report said.

Columbus City Council Postpones Consideration Of New Censor Bill

Investors Group Names Slate Of 19 Directors

KANSAS CITY—At a meeting scheduled for Oct. 9 at the Roosevelt Hotel during the convention of Theatre Owners of America, a board of 19 directors is scheduled to be elected at the annual meeting of stockholders of Motion Picture Investors, Inc.

Nominated to the MPI board for the first time are John G. Broumas and Marshall H. Fine. Present members proposed for re-election are Robert S. Ballantyne, Harry Brandt, Jack D. Braunagel, W. Hardy Hendren, Howard E. Jameyson, L. J. Kimbriel, Edward Lider, Milton H. London, Ben D. Marcus, Beverly Miller, Richard H. Orear, Clifford E. Parker, Walter Reade, Jr., Clark S. Rhoden, Ben Shlyen, T. G. Solomon, and Byron Spencer.

Stockholders will also be asked to elect Arthur Anderson and Company as independent certified public accountant for the next year.

"Sardonicus" Sendoff Set At Col.-RKO Meet

NEW YORK—Declaring that "Mr. Sardonicus" was "another outstanding William Castle picture which should do even better business than Castle's current box-office hit, 'Homicidal,'" Jonas Rosenfield, Jr., Columbia vice-president in charge of advertising and publicity, opened a special meeting of RKO theatre executives and theatre division managers in the home office.

Top-level Columbia executives headed by Rube Jackter, vice-president and general sales manager, Rosenfield, and Robert Ferguson, national director of advertising, publicity and exploitation, in addition to producer-director Castle, delivered merchandising presentations detailing the campaigns which will be used in connection with the newest Castle thriller. The film, which opens on the RKO circuit in New York on Oct. 18, was also screened for the showmen.

Ferguson exhibited the special advertising campaign which will be used to promote "Mr. Sardonicus" and described Castle's newest ticket-selling merchandising idea, a "punishment-poll activator." The unique arrangement enables audiences watching "Mr. Sardonicus" to decide for themselves from their seats in the theatre on the fate of the villain.

Heading the RKO contingent at the meeting was Harry Mandel, president; Matty Polon, vice-president; Tom Crehan, assistant to the president, and Fred Herkowitz, RKO national director of advertising and publicity.

Exhibs Support "Bridge"

DETROIT—Alden Smith, head of Cooperative Theatres of Detroit, representing 100 deluxe neighborhood and out-state theatres, has scheduled the MGM teaser trailer on "Bridge to the Sun" for all the theatres and they will begin showing it even prior to the film's opening in downtown Detroit.

This is but one example of the exhibitor cooperation that is giving the MGM release a strong penetration campaign.

COLUMBUS, O.—Columbus City Council at its Sept. 25 meeting delayed consideration of the city film censorship ordinance introduced by Mrs. Golda May Edmonston and tabled at the Sept. 18 meeting. Absence of William Hicks, council president, who was ill, prompted Mrs. Edmonston to consent to the delay.

City Atty. Russell Leach advised council that it has the legal right to require exhibitors to submit proposed film advertising for censorship but does not have authority to compel newspapers to submit movie ads for censorship.

"Film censorship is a proper exercise of police power," said Leach. He quoted the Jan. 23, 1961 decision of the U. S. Supreme Court when it held a Chicago censorship ordinance as "not a violation of either the freedom of speech or freedom of the press."

Leach said it would be "unreasonable to require theatres to provide facilities for a city censorship board for viewing films unless compensation is made for the use of such facilities." There had been a suggestion in council that a local theatre might provide such facilities.

Claim by industry sources that the city's proposed censorship law would put some theatres out of business was discounted by the Columbus Dispatch in an editorial.

The Dispatch said that during the 40 years the state censorship law was in effect the industry "reached its heyday of financial reward and popular esteem." The newspaper noted that the state law was sponsored by the late Gov. James M. Cox, "the most liberal of all our governors," as part of his progressive program.

The Dispatch said that present state anti-obscenity laws have proved ineffective. The paper added that if the city censorship proposal is defeated then any official action against objectionable films "will depend solely on enforcement of present laws."

"As matters now stand," said the editorial, "the law operates only when exhibitors are arrested by police and brought into court after the police have viewed pictures already being shown."

Exhib Sues City Officials

DAYTON, O.—Adolph Herman, president, Far Hills Theatre, Inc., announced the filing in Common Pleas Court here of a \$1,350,000 damage suit against 16 persons who were involved in filing one or more obscenity charges against theatre manager Edward Eads, for exhibiting "Sins of Youth," "The Immoral Mr. Teas," "Twilight Girls," and "The Fast Set" at the Far Hills.

Among those named in the suit, which claimed the defendants had "conspired together for the purpose of injuring the theatre's business," were Oakwood city manager A. C. Bergman, Oakwood police chief Leon Lynch, and police sergeants Donald Porter and Raymond Oseit.

NSS Managers Meet

CHICAGO — Managers of all National Screen Service exchanges met with home office executives at the Ambassador East Hotel. Executives attending from New York were Burton E. Robbins, president; Walter Branson, assistant to the president; Norman A. Robbins, general operations manager; Joseph Bellfort, general sales manager; and Seth Raisler, manager, contract department.



The NEW YORK Scene

By Mel Konecoff

NOW, THEY'RE EVEN giving you the business at breakfast. Take the other day, when we found ourselves atop the Hotel St. Regis for an invitation breakfast. Allied Artists president Steve Broidy, distributor of "El Cid" in the Western Hemisphere, noted that the picture required an unusual approach. The trend has lately been away from national magazine advertising with the money being spent instead at point of sale.

Broidy believed that the national magazines should not be neglected. He also wanted to prove once and for all whether the national magazines can do the job of selling pictures to the public. He announced that the magazine campaign is over and above what would have been done normally.

So strong is his faith in the magazines that one-half million dollars has been budgeted for advertising therein. Bill Schneider, Donahue and Coe vice-president, called it "the biggest campaign in the history of Hollywood."

Another \$1,500,000 is scheduled to be spent in newspapers, radio, and television. Broidy noted that the unprecedented campaign is earmarked for a reserved-seat roadshow attraction which will open in only nine markets before the end of the year, which is when the magazine ads have been scheduled to break.

Said Broidy, "Trade paper advertising will be the biggest in the annals of Allied Artists, and we have under consideration further use of magazines in the future distribution pattern of the market."

One of the unique aspects of the magazine campaign is the individual tailoring of each insertion to the "editorial image" of the publication for which it is intended. The mass circulation magazines have four-color spreads highlighting the character of the film and its romantic and adventurous appeals. The women's books play up the historic love story. Included also are magazines in the men's field, travel, recreation, sports, young adults, schools, fan books and others. Of particular interest is the use of a four-page monograph by the famous historian-novelist Harold Lamb, which will be inserted in magazines with a high readership among communicators, and teachers.

Schneider revealed the careful media planning behind the campaign, which was set for a blockbuster effect on 187,788,000 combined readership in the U.S. and Canada. The campaign has been timed for a cumulative effect starting in the early fall and climaxing around Christmas when the film will open in the nine markets.

The magazine industry, which has seen a sharp decline in motion picture advertising during the past several years, has grabbed at the opportunity presented by the "El Cid" campaign to prove the effectiveness of the national books at the boxoffice.

"We believe that a picture like 'El Cid' has strong appeal to the entire population of the country," said Alfred H. Tamarin, director of the campaign for Allied Artists. "For that reason, we feel that an advertising campaign can reach into every market with specialized appeals and that merchandising efforts, supplementing the ads, can dramatize and highlight the total effort."

SHOWMANSHIP NOTE: A new showman makes his bow on the local scene, Newman Sporn, who sent over long-stemmed roses calling attention to his forthcoming film, "Roses For The Prosecutor." Good for you, Mr. Sporn.

New Penthouse Cinema Brightens Newark

NEWARK, N. J.—Unique, intimate and exciting, the Penthouse Cinema situated eight stories in the air atop of RKO Proctor's here made its debut Sept. 22. Modern express elevators in the lobby of Proctor's sweep patrons up eight floors to the Penthouse Cinema's doors.

Every appointment of the Penthouse Cinema is designed to enhance movie enjoyment. The decor is in gunmetal black and gold accented with red and white. The fixtures are brass of modern design and the entire entrance, foyer, lounge and auditorium is in subdued lighting, and muted colors accented by modern paintings and gunmetal black deep piled rugs.

The Penthouse Cinema has a seating capacity of 750, is completely air conditioned, and has modern projection equipment designed to show CinemaScope, Vistavision, as well as standard productions. Located at Market and Halsey Streets in the heart of downtown Newark, it can be easily reached from all points in northern New Jersey. Convenient parking facilities are available within a half block from the theatre.

Prize-winning motion pictures from many nations will be seen for the first time in Newark at the Penthouse Cinema.

U-I Foreign Sales Push Honors Americo Aboaf

NEW YORK—October Aboaf Month, a five-week overseas sales drive honoring Universal-International vice-president and foreign general manager Americo Aboaf, got under way recently and will run until Oct. 28, the conclusion of the company's fiscal year.

Forty-two of U-I's overseas branches will participate in the annual sales event, representing every major overseas territory in which the company operates. Prizes are awarded to the three countries exceeding billings, bookings, and collections, for the comparable period last year, by the greatest margins.

"A Profit Peak for Every Week" has been set as the world-wide slogan for the sales push and is being adapted locally by each of the participating offices for displays and exhibitor mailings.

U-I offices involved are soliciting the support of exhibitors throughout their areas.

Columbia Declares Dividend

NEW YORK—The board of directors of Columbia Pictures Corporation declared the regular quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock, payable Nov. 15 to stockholders of record at the close of business Nov. 1.

MICH. ALLIED

(Continued from page 7)

lowed by a visit from Mayor Louis C. Miriani.

High priest of orderly releasing, vice-president Edward L. Hyman, American Broadcasting-Paramount Theatres, predicted a good industry fourth quarter this year, due to increase in quality product. He also recalled he got his start here in 1939 with United Detroit Theatres, and listed many of his friends and former co-workers present.

Marshal F. Fine, Cleveland, president of Allied States Association, gave praise to the local unit, deeming it high in the national roster, and likewise lauding the leadership of president Milton H. London. He also announced his intention of returning to New York shortly for preliminary discussions on contracts with sales managers of all distributors.

This to the end that exhibitors could take up their time watching physical details of their plants, going after new business, instead of with time-taking unrealistic contract-making and subsequent protracted adjustments.

Lovely Stella Stevens, Paramount's answer to Marilyn Monroe, was flown in for the occasion, and projected her charm in a brief speech following introduction by branch manager Tom Duane.

Main speaker who concluded the luncheon was Captain Jack Fahlstedt of the Grand Rapids Police Force, who discussed censorship. It was an unusually illuminating, rounded talk, and drew quick approval from the exhibitors.

After cocktails in the Book Casino, through courtesy of Lee Artoe, a banquet was jointly tendered by Coca Cola and the L & L Concession company. There was dancing, entertainment, and the climax came when star Carroll Baker presented the Artoe Showmanship Trophy for the Michigan Showman of the year. The delighted and honored one turned out to be William Jenkins, of Adrian.

Jack Loeks, Grand Rapids, was elected vice-president and Peter P. Swirts as director.

Reelected were Milton H. London, president; Fred P. Sweet, secretary; William M. Wetsman, treasurer, all of Detroit.

To the executive committee: Alden W. Smith, Detroit, who was also appointed delegate to Allied States; Sam H. Barrett, Carl Buermele, William M. Clark, and Lou Mitchell, all of Detroit.

Reelected directors were Sam H. Barrett; Richard Beechler, Eaton Rapids; Irving Belinsky, East Detroit; Mrs. Dolores Cassidy, Midland; Gordon Bennett, Hastings; William M. Clark; Frank R. Forman, Oxford; Nicholas George, Allen Park and Wyandotte; Adolph Goldberg, Detroit; William Jenkins, Adrian; Jack Krass, Royal Oak; Jack D. Loeks; Milton H. London; Lou Lutz, Highland Park; Lou Mitchell; Vincent Pope, Dearborn; Del A. Ritter, Detroit; Emmett F. Roche, Hart; Elton L. Samuels, Pontiac; Alden W. Smith; Wayne C. Smith, Pontiac; Frank R. Spangle, Utica; Fred P. Sweet; and William M. Wetsman.

Maitland To Head WB Records

BURBANK, CALIF.—Jack L. Warner, president of Warner Bros. Pictures, Inc., announces that at the next board of directors meeting being held within the next few weeks, the election of John K. (Mike) Maitland to the position of president of Warner Bros. Records is planned.

James B. Conkling, who presently heads Warner Bros. Records, will continue in that capacity until Maitland's election and is expected to remain for a sufficient period to insure the smooth, orderly transfer of his duties to Maitland.



WISH

FOR THE
MERRIEST
CHRISTMAS
ATTRACTION
OF ALL...FROM

MGM



IT'S FUN

JOSEPH E.
LEVINE
PRESENTS

THE WONDER

STARRING

DONALD O'CONNOR

THE HAPPIEST ENTERTAINMENT THAT
EVER HAPPENED TO YOUR HEART

... that suddenly whisks you into
the wondrous world of Aladdin
and his wonderful magic lamp.
Ride the princely Caravans!
Battle the evil Grand Vizier!
See the Fakir on his Bed of Nails!
You'll wish it could go on forever!



WITH NOELLE ADAM · VITTORIO DE SICA as the GENIE · AND WITH MICHELE MERCURI

ENTERTAINMENT!

OF ALADDIN

EASTMAN COLOR AND CINEMASCOPE

AN
MGM
RELEASE



PLAY BY DIRECTED BY
HER DAVIS · HENRY LEVIN · A LUX FILM PRODUCTION

LONDON Observations

by Jock MacGregor

AFTER MANY MONTHS the question of the third release here is coming to a head. While many producers, distributors, and, particularly, exhibitors want it maintained, there are others who believe that it would be beneficial to all if it ceased to exist. Currently Rank and ABC circuits offer the greatest potential, and the product they book is automatically grabbed by the independents where it is available. The balance of Rank theatres which are in opposition to the main halls form the core of the third release. To these are added some ABC and many independent operations which can and do, but are under no obligation, to play the product.

This is where the snag has arisen. Faced with this uncertainty, some producers have stood out for ABC or Rank deals. Paramount, for instance, after being a Rank supplier for years, has gone over to ABC. MGM, following a dispute over the third release, now take what bookings they can on ABC and have a big backlog of unshown pictures including "Angel Wore Red" and "Subterraneans." Several British pictures like "Gorgo," "Johnny Nobody," and "Hands of Orlac" have also been a long time awaiting release.

Without one of the three main releases, a picture has a restricted chance of financial success. The thought behind the group who would like to see the end of the third release is that it would enable a less stereotyped and more daring type of picture to be made. They believe that while there is a "third release," many exhibitors will stick rigidly and unimaginatively to it rather than use initiative, book pictures which might be more suitable for their audiences, and let them run for as long as they merit.

Whatever the future pattern, one thing is certain. With the marriage of distribution companies and cutting down of sales staff, a far more important role than ever will be played by the publicist. A real demand will have to be created for a picture so that not only does the public know about it and want to see it, but the exhibitor will want to book it because of this and not merely because it is the such and such circuit release.

The obtaining of dates on ABC and Rank will become more competitive than ever and with the restriction of the market through closures it will be essential to get the maximum return from every date and in particular the important pre-releases. It will no longer be profitable to wait for word of mouth to get around. All too often today, in checking exploitation reports submitted by theatremen, I find the note that the campaign book did not arrive until after a picture had played.

Many distribution publicists are frankly overworked and are not able to give the individual attention that many pictures require. On the other hand, many British producers regard publicity as an unnecessary evil, taking the publicist on at the last possible moment and getting rid of him at the first so that there is no one to nurse a picture through to release. Yet no matter how good the campaign when a picture is a hit, thanks rarely go to the publicist. When it is a flop, it is inevitably the publicist's fault!

TWO HEARTBREAKING STORIES culled from campaigns recently submitted to the London Bureau to prove that every one is read: Unfortunately, photos of the window displays did not turn out. Owing to pressure of work and staff shortage, a doorman was sent to take certain stores. I regret the man is a complete failure as a photographer." "The decorated float was to have been followed by two men carrying a banner, but the pubs on carnival day are open all day, and they were quite incapable of walking." . . . To bolster the publicity effort in Top Rank theatres, ballrooms, bowling centres, etc., John Behr is relinquishing his appointment as circuit controller and taking on the responsibilities of publicity controller. As a result of this, A. H. Campbell will combine the new post of circuit administrator with his present one of general manager of Overseas Cinematograph Theatres. W. A. Hockman becomes circuit manager. C. E. Booth has been appointed controller, region 6, and Graham Jelly, manager, region 4. A press officer is to be named. . . . Continuing the publicity saga. This week all roads lead to Rome. M. J. Frankovich and Kenneth N. Hargreaves have taken Alan Tucker, Pat Williamson, and Syd Mirkin with them for the screening of the rough cut of Dino de Laurentiis' \$8,400,000 "Barabbas" and confabs. Also in the Eternal City is MGM's Ron Lee for talks on "King of Kings" . . . la dolce vita!

"Itinerama" Big Success In French Playdates

PARIS—Word from France is that "Itinerama," the travelling, plastic, inflatable balloon theatre in which Cinerama films are shown to residents of small towns and cities throughout France, is proving to be even a bigger success than originally predicted.

Cinerama president Nicolas Reisini, now in Paris, reports that "Itinerama is playing to from 97 per cent to well over 100 per cent of capacity! Several times during the first four engagements, they had to sell standing room — at regular admission prices — to Frenchmen who had travelled long distances with their families to see the Cinerama film and wouldn't leave until they did so."

He went on to state that grosses for the first nine days of the movie caravan totalled around \$40,000, and this from small towns in

mid-France where the people are unaccustomed to spending much money

Another interesting point is that American film distributors, in making deals with French exhibitors for showing their films, are now adding a clause stating their film is not to play opposite Itinerama in any location. "There is very little other film business in a town when we come to it for a day or two," says Reisini, "but we do a powerful job of getting people out of their homes and back into the habit of going to the movies, and the French exhibitors are suddenly realizing Itinerama is their best friend in this respect."

In the first location played, Mantes-la-Jolie, some 40 miles from Paris, over 6,000 people, out of a total population of 17,000 in the area, turned out to see the show.

New Dubbing System For III Task Film

NEW YORK—"The Wounds Of Hunger," III Task's forthcoming production which will commence shooting in Mexico City on Oct. 23, will mark an innovation in motion picture production whereby a film will be dubbed into a foreign language at the same time it is being shot in English. Separate facilities will be set up at the Churubusco Studios, Mexico's largest sound stages, so that dubbing may take place directly following the day's rushes.

Executive producer Allen Klein divulged the details of the innovation. Explained Klein: "Normally, a picture is dubbed after completion. What we propose to do with 'Wounds Of Hunger' is to dub the film in Spanish for the Latin-American market and Spain directly from the rushes the very same day. The advantages derived from this method are threefold. First, it will enable us to use Mexico's finest actors to do the dubbing on the spot rather than wait until the picture has been completed and then having to seek competent voices. Second, the time factor involved makes this method highly economical. Third, we will be able to retain the feel of the picture which is so often dissipated under the conventional dubbing system."

A comprehensive six-page campaign manual on III Task's "Force Of Impulse" has been completed and is ready for distribution to the nation's exhibitors, it is announced by executive producer Allen Klein. Pathe-America will release starting the middle of October.

Krassner Heads Para. Branch

INDIANAPOLIS—Ted Krassner has been appointed manager of Paramount's Indianapolis branch, it was announced by Hugh Owen, vice-president.

Krassner joined Paramount in 1955. In addition to Paramount home office executive assignments, he has held exhibition and distribution posts in the industry since 1927. Until recently, he was executive assistant to the sales manager of Cecil B. DeMilles' "The Ten Commandments."

In his new position, Krassner succeeds Frank Rule, who resigned.

Fellerman Leaves MGM

NEW YORK—Max Fellerman, who joined Metro-Goldwyn-Mayer as a special sales analyst 16 months ago, has completed his special project, it was announced by Robert Mochrie, general sales manager. Fellerman has resigned his post.

Fellerman has been associated with RKO Theatres, United Paramount Theatres, and was a vice-president and general manager of Lopert Films before taking on the special MGM project.

Bryant Joins Inflight

NEW YORK—William C. Bryant has been named assistant secretary-treasurer and controller of Inflight Motion Pictures, Inc., it was announced by David Flexer, president of Inflight.

Inflight is the new airborne first-run pre-release motion picture service, currently being featured on the trans-continental and international jet routes of TransWorld Airlines.

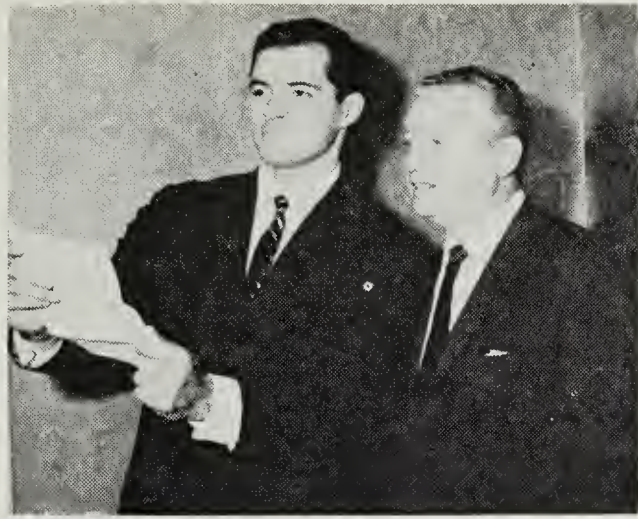
Bryant has been associated with Flexer in the latter's motion picture operations in Memphis.

ALBANY

Four Stanley Warner houses in Albany; two in Utica and one in Troy are among those in the Newark, N.J., zone participating in an October-December business drive. Their respective managers attended a meeting in the New Jersey city, at which zone chief Charles A. Smakwitz sounded the call for a "hard sell" campaign on all product. The drive is called "Assignment Business." Martin Burnett, Albany district manager and Strand manager, is directing the push for patronage in the three cities. . . . Fabian's Palace has the legit show, "The Music Man" and the New York City Opera Company in "La Boheme." The house was the scene of a mid-September "Fall Fashion Show" staged by a group of Albany stores in cooperation with the two local newspapers. . . . SW zone manager Charles A. Smakwitz became a grandfather for the first time when his daughter, Mrs. Helen Rose Huff, gave birth to an eight pound baby, Sharon Sue. . . . The 1800-seat Avon, Utica, has been converted by Stanley Warner from a "B" first run to an art house. It was redecorated and recarpeted during a brief closedown. John Scheideman is manager.

ATLANTA

George Rosser has moved up to booking supervisor with Martin Theatres. . . . Johnnie Harrell, with Martin Theatres for 30 years as a buyer and booker, has resigned from the company and joined Lam Amusement Company. . . . Mary Frances Jackson became the bride of Daniel Touchon, son of Mr. and Mrs. Charles Touchon, who is office manager of United Artists. . . . WOMPI members met at the Y.M.C.A. and heard a talk about the Will Rogers Hospital by R. W. Sherrill, MGM branch manager. He was introduced by Mrs. Frankie English, WOMPI Will Rogers local chairman. . . . Ernie Pellegrin, Columbia New Orleans exchange, was in visiting his many local friends. He was with the local Columbia branch some years back. . . . P. J. Henn, Henn Theatres in Georgia, visited Film Row following a trip to Riviera Beach, Fla. . . . The first fall luncheon-meeting of the ladies committee of Variety Club was held in the clubroom at the Atlanta Hotel. . . . Sympathy is extended to Mr. and Mrs. Tom Jones, Tom Jones Booking Service, in the death of his mother. . . . The Allison, Piedmont, Ala., was taken over from Martin Theatre Circuit. . . . H. P. (Dustry) Rhodes sold his interest in the Victory Drive-In, Columbus, Ga., to his partner I. L. Shields. . . . John Coopock is the new owner of the Princess, Piedmont, Ala. . . . The Dean, Butler, Ga., and the Lincoln, Griffin, Ga., are closed. . . . Hoyt Fair, manager, Star-View Drive-In, Cleveland, Tenn., is recovering from injuries at his home. . . . C. H. "Danny" Deaver, one of Florida's better known showmen, recently resigned from a home office post with Interstate Theatres, Thomasville, Ga., and has been appointed by Herman B. Meiselman, Charlotte, N.C., circuit owner, as city manager of the two theatres in Charlotte owned by Meiselman, the first run indoor Town and Country and the sub-run Midway Drive-In. . . . The new city manager at Jacksonville for Kent Theatres is Howard Palmer, former Fort Pierce exhibitor. Palmer will supervise the Main Street and Southside Drive-ins, and the nearby Beach, Jacksonville, Fla. . . . Hinson S. Stewart, veteran manager, Southside Drive-In, began a leave of absence from his duties. . . . "Never On Sunday" which is still in litigation with censors in Fulton County Court, was back for a saturation booking at area drive-ins.



John Gavin, who was in Pittsburgh recently promoting U-I's "Romanoff and Juliet," Shady-side, is seen with Morris Finkel, owner of the theatre.

BOSTON

Trailers for the Jimmy Fund drive, which raised \$810,000 last year, are available and are being distributed in Boston by National Screen Service. The trailer, produced by Ralph Wheelwright, with George Murphy, vice-president of Desilu Studios, features Pat O'Brien, and will be shown in more than 600 theatres in New England. . . . Cyrus I. Harvey, Jr., and Bryant Haliday, operators of the Brattle, and Janus Films, distributors of foreign films, take over the University, Harvard Square, Nov. 1, and will completely remodel it for reopening at Christmastime. . . . Hurricane Esther, which petered out to a gale before it struck this area, nevertheless dealt a hammer blow to the picture business. Theatres were virtually deserted the night before the hurricane was to have struck, but there was no physical damage reported to any of the theatres in the area. Boston merchants and some theatre managers, who had taped their plate glass windows, closed their stores in many instances, sent their staffs home, and later were critical of "the hodge-podge of misinformation" on the storm. . . . Ben Rogers, who is well known in the New England territory as an independent distributor, has opened an office for Pathe America and subsidiary company, Sutton Pictures Corp., in the Metropolitan Building, Boston, with Ben Stein booking. . . . Telepix, Park Square Building is looking for new quarters; reports are that the lease of the theatre is being taken over by a theatre chain, and the physical layout will be enlarged a bit. . . . Ben Sack is opening "West Side Story" roadshow at his Gary Nov. 1; "King of Kings" roadshow at his Saxon Oct. 26. He has also brought "Breakfast at Tiffany's" for his Capri. . . . Charles Coburn, Baltimore, is the new manager, State, here, and Harry Ashton is assistant manager. . . . Adela Rogers St. John arrived to exploit "King of Kings," on which she worked. . . . Reports that Frank Sinatra and Peter Lawford were on the outs and being given chilly treatment by JFK and family over filming in Washington of "Advise and Consent" and other matters were seemingly disproved here when the presidential yacht "Marlin" was well represented by Hollywood as the President took a three and a half hour cruise with guests that included Sinatra and Lawford.

BUFFALO

The Riverside is going to be converted from a movie house to a skiing center. This has been disclosed by the office of Jacob Fruchtbau, consulting engineer, who planned the redesigning of the theatre interior for the installation of nine continuous belt practice ski slopes. The cost of alterations

has been estimated at \$75,000. The building has housed a motion picture theatre since 1927. In recent years it has been operated by Schine Enterprises. The new skiing center will be operated by Schine Ski, Inc., a division of Schine Enterprises. . . . Owners of the Naples, Naples, N. Y., say they have no immediate plans to rebuild the theatre, recently destroyed by fire. The blaze left but a hollow shell of the building standing, and caused an estimated \$50,000 damage. The Naples is owned by Mr. and Mrs. Dan Perriello. . . . Rochester has a realtor who is also operator of a drive-in theatre. It was a fast decision, an instant deal, and a leap into a new avocation when Elliott H. Press bought the Rochester Drive-In several months ago. Press has increased the gross of the operation by 15 percent over last year's figure, he reports. Press says he has decided on a policy of "better films for the family" so far as that is possible and first re-runs after downtown showings. Press has three partners in the ownership, Seymour Baskin, vice-president; Hillel Pitlik; and David Boehm. . . . Nat Marcus, former manager of the Buffalo branch of Warner Bros., will soon open an office in Buffalo to represent Max Westebbe, Inc., distributor of foreign and domestic films. . . . Shea's Bellevue, Niagara Falls, now owned by the Strand-Cataract Theatre Corp., has been reopened, following extensive renovation and with a new name, the Rapids. Louise Mariglia is manager and Charles Zoda is assistant. . . . Maurice Druker, city manager, Loew-Shea Theatres, on his return to Buffalo from an MGM regional meeting on "King of Kings" in Detroit, announced that the Samuel Bronston production will have its local premiere in Shea's Teck, Dec. 21. . . . Ardis Smith, drama and motion picture editor, Buffalo Evening News, and Mrs. Smith are spending a month's vacation in Europe, during which time Smith will visit Monte Carlo to cover the presentation by the Grand Island Playhouse cast of "A View From the Bridge," at the Deuxieme Festival International du Theatre. . . . Menno Dykstra has reopened his Glen, Williamsville, N.Y. Programs are presented each evening at 7 o'clock and there are matinee showings Saturday and Sunday. . . . Edward L. Hyman, vice president, American Broadcasting-Paramount Theatres, visited, accompanied by Bernie Levy, his assistant, and Al Sicignano, head of the home office booking department. Hyman inspected AB-PT theatre properties, and held a conference with Arthur Krolick, district manager, and the managers of the local AB-PT theatres. . . . Tommy Fenno, property master and director of Tent 7, Variety Club of Buffalo, marched down the center aisle, and the barkers of the Buffalo club held a stag party in his honor. . . . Charlie Funk, managing director, Century, has been appointed a major in the theatre division of the United Fund campaign, and James J. Hayes, manager, Cinema, is a captain in charge of the exhibition department. Anthony Kolinski, manager, Warner Bros. exchange, is a captain in charge of the distribution end.

CINCINNATI

Zeb Epstein, national director of group sales for MGM's "King of Kings," met with H. Russell Gaus, MGM branch manager; Don Wirtz, managing director, Capitol; and Gil Shepherd, theatre group sales representative, to consolidate plans for the film's opening at Capitol, Nov. 16. . . . The 1,400-seat Regent, Springfield, O., has been closed for extensive renovations. The house, owned by Springfield Theatres, subsidiary of Chakeres circuit, is to have a new carpet; rearrangement of new seats; a glassed-in inner lobby



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East Coast Division
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New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

For the purchase of film,
W. J. German, Inc.

Agents for the sale and distribution of
Eastman Professional Motion Picture Films,
Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.



and other changes. . . . Murray Baker, a long-time member of the local film colony and a Paramount salesman, has been transferred to the Indianapolis exchange in like capacity. . . . Mrs. Eva Bowman, 98, the oldest member of the Golden Age Club, recently died at her home in nearby Newport, Ky. . . . Area movie audiences responded nicely to the Will Rogers Memorial Hospital fund drive. . . . Stella Stevens, feminine lead in Paramount's "Man-Trap," which opened at the Twin, made a very good impression in her many appearances before schools, clubs, TV, and radio. . . . Charles Whisman opened his 500-car Starlite Drive-In, Dillsboro, Ind. . . .

Nancy Albright, U-I clerk, resigned to enter the fall term at Ohio State University, and Lois Mooney, assistant cashier, States Film Service, also left to enter her senior year in the College of Education, University of Cincinnati. . . . Variety Tent Three has scheduled mid-January, next year, for its annual fund raising campaign. The drive will be a 24-hour phone campaign using the facilities of WKRC-TV. Nate Wise of Wise Advertising has been appointed chairman, and Arthur van Gelder, co-chairman. The money raised will be used for the Tent's workshop for the handicapped at the Goodwill Industries Rehabilitation Center in suburban Westwood.

. . . Suburban Nordland has reopened for the winter season, featuring screenings of German films during the weekends. . . . James Law, owner, State, Bluefield, W. Va., is now operating the Mercer, Princeton, W. Va.

Film Exchange and Dealer Listing for the NEW YORK FILM TERRITORY

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• Film Distributors

ALLIED ARTISTS, 630 9th Ave.—PLaza 7-8420

Br. Mgr.: Nat Furst. Asst. Br. Mgr.: Jack Farkas. Office Mgr. and Head Booker: Etta V. Segall. Bookers: John Shields, Lou Olshan. Cashier: Norman Benchik. Emerg. Phone: PLaza 7-8420.

AMERICAN-INTERNATIONAL, REALART, 630 9th Ave.—Circle 6-1717

Mgr.: George Waldman. Br. Mgr.: Howard Mahler. Sales and Booker: Herman Schwartz. Cashier: Ruth Kopf. Emerg. Phone: Schwartz, LU 4-0445.

ASTOR, 625 Madison Ave.—PLaza 2-7766

Vice Pres. in charge Sales: George Josephs. General Sls. Mgr.: Harry Goldstone.

BELL, 630 9th Ave.—Circle 6-1383

Br. Mgr.: Sid Kulick. Head Booker: Florence Michaelson.

JOSEPH BRENNER, 251 W. 42nd St.—LOnacre 3-3270

Br. Mgr.: Joseph Brenner. Office Mgr.: Alberta D'Angelo.

BUENA VISTA (Disney), 477 Madison Ave.—PLaza 9-3880

Eastern Div. Mgr.: James V. O'Gara. Asst. Eastern Div. Mgr.: Leo Greenfield. Sales: Vito Sperti. Booker: Dave Bass. Emerg. Phone: None.

COLUMBIA, 630 9th Ave.—Circle 6-0900

Br. Mgr.: Saul Trauner. Office Mgr.: Phil Greenspan. Sales: John Wenisch, Jules Rieff, Lou Steisel. Head Booker: Katherine Becker. Bookers: Irving Baron, Dave Jacobs, Phil Winnick, Norman Ross, Otto Hayman, Ted McQueen. Print Booker: Frances Sherman. Cashier: Cliff Pierce. Emerg. Phone: Circle 6-0900.

CONTINENTAL, 1776 Broadway—PLaza 7-2593

V.P. in charge Sales: Carl Peppercorn. Asst. Gen. Sls. Mgr.: Milton Platt. Sales: Harold Rosen, Donald Schwartz. Head Booker and Prints: Ben Nuzzi. Emerg. Phone: None.

HOFFBERG, 362 W. 44th St.—Circle 6-9031

Mgr.: Jack Hoffberg. Office Mgr. and Booker: Mary Morganthaler. Emerg. Phone: Circle 6-9031.

METRO-GOLDWYN-MAYER, 321 W. 44th St.—Circle 6-6200

Br. Mgr.: Phil Gravitz. Dist. Office Contact: Charles Wittner. Office Mgr.: Harry Margolis. Sales: Edward Richter, Eli Kalisch, Harry Margolis. Head Booker: Dave Klein. Bookers: John Cunniff, Wm. Frankle, Moe Rose, Carmine George. Print Booker: Estelle Mingelgreen. Head Cashier: Rea Fischel. Cashiers: Mary Mayhan, Marie Hitz. Emerg. Phone: Circle 6-6200.

PARAMOUNT, 1501 Broadway—Bryant 9-3230

Br. Mgr.: Myron Sattler. Sls. Mgr.: Nathan Stern. Office Mgr. and Head Booker: Richard A. Magan. Sales: Eugene Newman, Lou C. Wechsler. Bookers: Catherine Flynn, Frank Patterson, Joseph Curtin, Art Hessel. Cashier: Esther Epstein.

PRINCIPAL, 630 9th Ave.—Circle 6-6660

Br. Mgr. and Sales: Dick Perry. Office Mgr. and Booker: Adeline Ginsberg. Emerg. Phone: Circle 6-6660.

LESTER A. SCHOENFELD, 247 W. 42nd St.—PE 6-1508

Br. Mgr.: Lester A. Schoenfeld. Booker: Sadie Nash.

20TH CENTURY-FOX, 345 W. 44th St.—Circle 6-6700

Br. Mgr.: Alec M. Arnsvalder. Office Mgr.: William Cohen. Sales: Ben Abner, Morris Kurtz, Seymour Cohen, Sheperd Bloom. Head Booker: William Tavernise. Bookers: Peter Fishman, Allen Bornstein, Louis Kuttler. Print Booker: Alexander Mendelson. Cashier: Pat De Blasi. Emerg. Phone: Circle 6-6700.

UNITED ARTISTS, 630 9th Ave.—Circle 6-5480

Br. Mgr.: John Turner. Office Mgr.: Nathan Morris. Sales: Myron Starr, Sam Rifkin, Milt Schneiderman. Head Booker: Anthony Agoglia. Bookers: Dorothy Post, Ann Plisco, Harvey Zeller. Cashier: Daniel Rosenberg. Asst. Cashier: Janet Moses. Emerg. Phone: Circle 6-5480.

UNIVERSAL-INTERNATIONAL, 630 9th Ave.—Circle 6-4747

Br. Mgr.: Harold Saltz. Sls. Supervisor: Nat Goldberg. Office Mgr.: Leo Simon. Sales: Fred Mayer, Jim Kelly. Head Booker: Norman Levy. Bookers: Thomas Goff, Alan Diamond. Emerg. Phone: Circle 6-4747.

WARNER BROS., 321 W. 44th St.—Circle 6-1400

Br. Mgr.: Al Blumberg. Office Mgr. and Head Booker: Sol Kravitz. Sales: Lee Mayer, Gus Solomon, Oscar Kantor. Asst. Office Mgr. and Asst. Head Booker: Mike Anderson. Bookers: Sam Miller, Manny Gross, Shirley Levy, Tony DeMeo. Print Booker: Perry Strow. Cashier: Harry Hummel. Emerg. Phone: Circle 6-1000.

• Supply Dealers

CAPITOL MOTION PICTURE SUPPLY CO., 630 9th Ave.—PLaza 7-4510

CINEMATOGRAF INTERNATIONAL, INC., 341 W. 44th St.—Circle 6-6285 Emerg. Phone: ES 6-5698

CROWN MOTION PICTURE SUPPLIES CORP., 354 W. 44th St.—Circle 6-4780

JOE HORNSTEIN, INC., 341 W. 44th St.—Circle 6-PLaza 7-0440 Emerg. Phone: ESplanade 6-5698.

NATIONAL THEATRE SUPPLY, 356 W. 44th St.—Circle 5-6900

PHILIPS EXPORT CO., 100 E. 42nd St.—OXford 7-3600

S.O.S. PHOTO-CINE-OPTICS, INC., 602 W. 52nd St.—PLaza 7-0440 Emerg. Phone: LOnbeach 6-100440

STAR CINEMA SUPPLY CO., 621 W. 55th St.—Circle 6-3678

• Screen Trailers

NATIONAL SCREEN SERVICE, 601 W. 26th St.—JUdson 6-4100

• Signs, Advertising and Printing

ARTKRAFT STRAUSS SIGN CORP., 830 12th Ave.—COLumbus 5-5155

BROADWAY MAINTENANCE CORP., 22-09 Bridge Plaza N. Long Island—STilwell 6-3700

NATIONAL SCREEN SERVICE, 601 W. 26th St.—JUdson 6-4100

• Film Delivery Services

CLARK TRANSFER, INC., 610 W. 47th St.—Circle 6-0815

• Service Companies

ALTEC SERVICE CO., 254 W. 54th St.—COLumbus 5-3255

RCA SERVICE CO., 153 E. 24th St.—LEXington 2-0928

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DALLAS

Mitch Torok has been named to succeed Hal Cheatham as head of exploitation and advertising for Interstate Theatres here. He will work under James O. Cherry, city manager. Cheatham has been promoted to Interstate's main office here as assistant to Francis Barr, exploitation and advertising manager for the entire circuit. . . . Bob Hartgrove and Bo Crim, former owners of Exhibitor Pictures Co., have returned to operation of drive-ins and have acquired eight throughout the state. They will include the Surf, Freeport, Tex.; OST, Houston; Twin, Dallas; Capri, Fort Worth, Tex.; and Twin Pals, 66, Lexington, and Surf, Corpus Christi, Tex. . . . Movie star Jayne Mansfield was here to launch the opening of the Bronco Bowl, newest and most elaborate of Dallas' many bowling establishments. . . . Jack Durell, booker at Rowley United Theatres, is the proud father of twins. The babies were named Karen Lisa and Kirk Lee. . . . Variety Club honored Interstate Theatre's "Big Three" at a testimonial dinner. Honored were Raymond Willie, general manager, Interstate Theatres; W. E. Mitchell, general manager, Texas Consolidated Theatres; and John Adams, city manager, Interstate. . . . E. W. Savard, a local resident for a year who currently operates a drive-in at Greeley, Colo., has taken over ownership of the Heights. With the acquisition of the theatre here, Savard, who is employed by the American Stencil Company, plans to dispose of the Greeley Drive-In. When the Greeley theatre is sold, Vern Hudson will move here to manage the Heights. In the meantime, Savard's son, Bill Savard, is operating the theatre as assistant manager. . . . David Bernbaum, theatre operator and film distributor, who had been in the theatre business over 50 years, died at his home after a long illness. He was 77. Bernbaum opened one of the first nickelodeons in the U. S. soon after the turn of the century in New York City. He was one of the founders of Robb and Rowley Theatres, which operate in Texas, Oklahoma, and Arkansas. Bernbaum and W. G. Underwood opened one of the first

Watch for them!

NEXT!

Oklahoma City Territory

Issue of October 11

St. Louis Territory

Issue of October 18

Save Them!

film exchanges in the southwest, the Liberty Specialty Film Co., which was later incorporated into Columbia. He is survived by his wife, a son, and two daughters.

DENVER

Operators of the Vogue Art here, The Art Theatre Guild, Louis Sher, president, of Columbus, O., who also have 17 other art houses throughout the country, are reopening the former Washington Park in southeast Denver as the Capri Art. Closed for some time, the house is being refurbished and modernized. It will seat only 238. Bill Ramsey, manager, Vogue, will supervise the operation, and Pat Calabrese will be resident manager. . . . Don Urquhart is getting good cooperation from the local theatres in showing the seven minute short, "Employees Only," which boosts the idea of employing the handicapped. . . . Charlie Alum, manager, Ogden, is "doubling in brass" as interim manager, Fox Centennial Drive-In.

DETROIT

A new face going places in moviedom is Millie Fox. Previously a free-lancer, she has now been appointed advertising publicity directress for the Fox by managing director William Brown. . . . An art ad exhibit in the Wealthy here started the career of Tony Saltzman, an offbeat artist with a sense of the ridiculous. A member of a jazz combo, he satirized the group in a silly drawing not appreciated by the leader, who promptly fired him. At this point, Allen Johnson, who operates the Wealthy, put on his exhibit. Patrons bought up all of the angular sketches with nutty titles. This brought Saltzman to the attention of a large furniture concern and soon Saltzman's sketches were being displayed in showrooms across the country. Now he is selling to national magazines and may soon publish a book. An idea of Saltzman's work may be gleaned from a black and white drawing he calls "Study in Red, Blue and Green." . . . Benton Harbor, Mich. will have a series of foreign films this winter. A non-profit organization has been formed called the Cinema Arts Society, which beginning with October will unreel one picture monthly at the St. Joseph High School auditorium. Membership tickets, which have sold extremely well, will cost \$6.00 for the series with a reduced price to students of \$4.50. Very few art or foreign films are shown here at the State, operated by Harry Rubin, who likewise conducts two drive-ins, or at the W. S. Butterfield Theatres' Liberty. All presentations are 35mm, bought from industry exchanges. . . . At the recent Allied States board meeting held here, there was a great deal of expression heard that Allied would make considerable strides in the near future. Justification of this confidence began to come to light with a communication received by executive director Milton H. London from executive vice-president Jack Clark, Allied Theatres of Illinois. London was told of the acceptance for membership in Illinois Allied of these houses: The McCollum Theatre Circuit's Blackstone (Dwight, Ill.), Lorraine (Hoopston, Ill.), Paxton (Paxton, Ill.), Clintonia (Clinton, Ill.), Watseka (Watsseka, Ill.); Jerry Vogel's River Park (South Bend, Ind.); and Domonic Satoro's California (Chicago). . . . Clark Theatre Service reports the reopening of the Gem, St. Louis, Mich., seven evenings a week plus Saturday and Sunday matinees. Owner and operator is Russell J. Kortess. . . . The Huron, Ubyly, Mich., reopened. . . . Clark further reports the closing of the H. & S. D-I, Marlette, Mich. The Meredith D-I, Gladwin, Mich. was to close for the season Oct. 1. . . . Moviedom here is still giggling. Emery Austin moved in from New York to start exploitation wheels turn-

ing for "King of Kings." District manager Lou Marks and branch manager Ed Susse were busy hosting industry and press top brass at cocktail time. Proudly on display was the massive leather-bound edition of the Bible profusely illustrated with stills from the film. With openings, it is to be placed on sale for \$50 per copy. How it happened nobody except the culprit knows. But, during the elbow-bending, it was stolen.

HOUSTON

The Rivoli, formerly the Uptown, will become a legitimate theatre on Oct. 18. Major Productions, Inc., has taken over the theatre located in the downtown section of the city. . . . Art Katzen and his wife are the parents of a second son, Jonathan. Father is publicity director for the local Interstate Theatres.

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(Globe Theatre, New York)

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HELD OVER BOSTON (State Theatre)

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GIRLS USED FOR "SCIENTIFIC" EXPERIMENTS WITH NEAR DEAD PRISONERS OF WAR!

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HITLER IN DISGUISE IS HE STILL ALIVE?

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JACKSONVILLE

Carlton J. Carter, veteran manager, Ribault and Airbase drive-ins, has extended his supervisory duties to the general management of L. A. Stein Theatres, a circuit of eight indoor and outdoor theatres in the rich farm region of south Georgia. His headquarters will remain here, where he also operates the Service Concessions and Vending Co. . . . B. D. Benton Jr. has joined his father and uncles in the operational end of Benton Bros. Film Service and the Jax Film Service. . . . New members welcomed into WOMPI are Patricia Goin, U-I, and Sandra Summerlin, Florida State Theatres. . . . Judy Cason Steyermerman, 20th-Fox, has rejoined WOMPI. . . . Phil Keough resigned from his post as advertising director of Florida State Theatres and announced that he will move from nearby St. Augustine to Lincoln, Nebr., where he has leased a theatre for a return to active exhibition. Succeeding him here in the FST home office is Joanne Starr of Tampa, who has achieved national recognition for her FST advertising layouts in Tampa newspapers. . . . Barbara Thompson and Shirley Evans are new office workers at Columbia, replacing Florence Nightingale and Dawn Frock, who resigned. . . . Herb Ruffner, Art Castner's assistant at the first-run Imperial, moved to the helm of the suburban Capitol as manager Joe Charles and his wife Margaret vacationed. . . . LaMar Sarra, vice-president and general counsel of Florida State Theatres, was honored by Film row leaders at a surprise birthday luncheon in the Studio, with Louis J. Finske, FST president, serving as host. . . . C. H. "Danny" Deaver resigned from a booking post with Interstate Theatres in Thomasville, Ga., to return here as city manager for Herman B. Meiselman's first-run Town and Country and the subrun Midway Drive-In. He also has replaced Dave Grossman as manager of the Town and Country. . . . Tommy Hyde, Fort Pierce, general manager of Kent Theatres, has announced the appointment of Howard Palmer, former Fort Pierce exhibitor, as district manager for the circuit's theatres in this area. Palmer will also serve as house manager of the Southside, replacing Hinson S. Stewart, who is taking a leave of absence. . . . Diane Beasley, an eight-year veteran in the local MGM branch office, has resigned to accept a post in Floyd Theatres local booking office. . . . Jacqueline Baggett is a new addition to the MGM staff. . . . Anne Dillon, secretary to LaMar Sarra, Florida State Theatres vice-president, has been named president of the local WOMPI for the coming year to fill the unexpired term of Sarah Keller, United Artists booker, who resigned under the pressure of home and office responsibilities. Edna Nofal, Pinecrest Drive-In, succeed-



Morey R. Goldstein, left, vice-president and general sales manager, Allied Artists, distributor of "El Cid" in the Western Hemisphere, looks on as Nat D. Fellman, chief film buyer, Stanley Warner Management Corp., signs the contract for the American roadshow premiere of the film at the Warner, New York City, on Dec. 14.

ed Mrs. Dillon as first vice-president of WOMPI; June Faircloth, also of the Pinecrest Drive-In, became second vice-president; and Shirley Gordon, Warner Bros., was elevated to the WOMPI board of directors. . . . John B. Lawson has acquired the former Marjo, Fort Meade, and has renamed it the Del-Mar.

MEMPHIS

Skee Yovan, manager, Loew's Palace, announces a new Cinerama spectacle will open here on Oct. 13. It is "Seven Wonders of the World." "This is Cinerama" will close a very successful 11 weeks run then. . . . Gwen Terasaki visited Memphis in the interest of the MGM movie, "Bridge to the Sun," based on Mrs. Terasaki's book, to open in October at the Plaza. . . . Glen Calvert has joined the staff of Don Kay Enterprises as salesman. He is also selling for W & Y. . . . Stella Stevens, the Memphis girl who made good in Hollywood, was home for two days for promotion of "Man Trap," in which she has a lead. . . . Marbro Drive-In, Fulton, Tenn., closed after the last playdate of Sept. 16. . . . New Caraway, Ark., reopened. . . . Camp Chaffee, Fort Chaffee, Ark., has closed. . . . Hollywood, Memphis, will remain closed until further notice. . . . Marion Hanover, Warner Bros., was honored with a WOMPI luncheon at the Variety Club. Miss Hanover resigned as WOMPI second vice-president because she is moving to Dallas. . . . Film row extended sympathy to Tennie Yerger, Don Kay Films, and owner of W & Y Distributing Co., on the loss of her brother, William DePrate. . . . Service has been resumed for Union, Grenada, Miss., and Rutherford, Rutherford, Tenn., began week-end only operation, announces Southern Theatre Service. . . . Film Transit has resumed service for Skylark Drive-In, Clarksdale, Miss. . . . Willie Shapiro is now operating Linden Circle, Memphis. . . .

Carl Wilbanks has closed Hinz, Walnut, Miss., and Joy, Smackover, Ark. is closed also. . . . Mavon, Pickens, Miss., is closed for an indefinite period. . . . W. E. Moore, Film Transit, reports service has begun for Uptown, Hayti, Mo. . . . Cowan Oldham, Dixie, McMinnville, Tenn., expects to be recalled to military service in the Home Guard shortly.

NEW HAVEN

Carroll J. Lawler, a veteran of 40 years in exhibition, has divested his last tie with the industry, selling his one-half interest in the 30-year-old, 840-seat Amherst, Amherst,

Mass., to Col. Samuel E. Goldstein, president of Western Massachusetts Theatres, Inc., and Theatre Management Corp. Lawler is now on the sales staff of Raymond Pugh, Hartford realtor. . . . Sperie P. Perakos, general manager of Perakos Theatre Associates, has accepted Irving (Bud) Levin's invitation to screen "Antigone" at the San Francisco International Film Festival, Nov. 1-14. "Antigone," backed by Connecticut-based Norma Film Productions of which Perakos is president, will be represented in San Francisco on a personal level by Irene Papas, who has been touring key cities in behalf of Columbia's "The Guns of Navarone," in which she also appears. . . . Bernard Menschell, president, Outdoor Theatre Corporation of Connecticut, has purchased a tract fronting OTC's Pike Drive-In on the Berlin Turnpike from the Robert Gloth interests for an undisclosed sum. Menschell expects to develop the area commercially. . . . Nutmeg Theatre Circuit (Leonard Sampson, Robert Spodick, and Norman Bialek) has designated circuit partner Bialek as supervisor of operations at the County Cinema (formerly Brooklawn), suburban Bridgeport, Conn., which reopened on an art film policy following completion of a major \$175,000 remodeling project. . . .

An estimated \$8 million will be spent for Connecticut's most ambitious cultural center, to be built around Oakdale Musical Theatre at Wallingford, midway between Hartford and New Haven. Ben Segal, head of the summer tent operation, is partnered with Robert Hall, former head of athletics at Yale University, in a project that will see enlargement of the present Oakdale tent from 2,300 capacity to 3,000; construction of a 2,500-seat proscenium theatre for stage presentations; a 750-seat theatre for motion pictures and special events; and a 4,000-seat theatre for symphony, opera, and ballet. . . . Independent exhibitor Richard Beebe has terminated his lease on the Phillips, Springfield, Mass. Nicholas Zeo, Jr., president, Parkway Theatres, Inc., has leased the Phillips to Vincent Blais of Springfield. . . . Local 74, IATSE, has signed a new contract with New Haven theatres, the two-year pact calling for a 10 per cent across-the-board increase and boosts in overtime and show rates. . . . Livio Dottor, Meadows Drive-In, is father of his first child, a baby boy named David Jeffrey. . . . Attorney Samuel I. Safenovitz, owner-operator of the 600-seat, subsequent-run Yale, Norwich, Conn., is expected to close the theatre sometime this fall, reducing to one—the Berkman Bros.' deluxe Midtown—the number of theatres operating in Norwich proper. The Yale area is part of a huge downtown redevelopment project. The Palace, operated by Stanley Warner on lease, has been closed for several months. . . . Lockwood and Gordon's Torrington (Conn.) Drive-In is first Connecticut under-skyer to shutter for the 1961 season. The circuit's Sky-Vue Drive-In, same city, continues to operate indefinitely. . . . Stanley Warner has reopened the long-shuttered, 1000-seat Palace, Norwich, Conn. A popular price plan is in effect, the initial attractions including Astor International's "La Dolce Vita," Lopert's "Never on Sunday," and Embassy's "Two Women." Robert L. Howell, resident manager, who was assigned to relief managerial stints in recent months, has returned to the Palace. . . . The Hartford Redevelopment Agency expects to receive proposals for the \$8 million Bushnell Plaza Project not later than Dec. 1. The project would have high-price apartments and shops in a plaza bounded by Main, Well's, and Gold streets, the move to mean end of operations for two downtown theatres, the 2800-seat Loew's Poli and the 1500-seat Loew's Palace.

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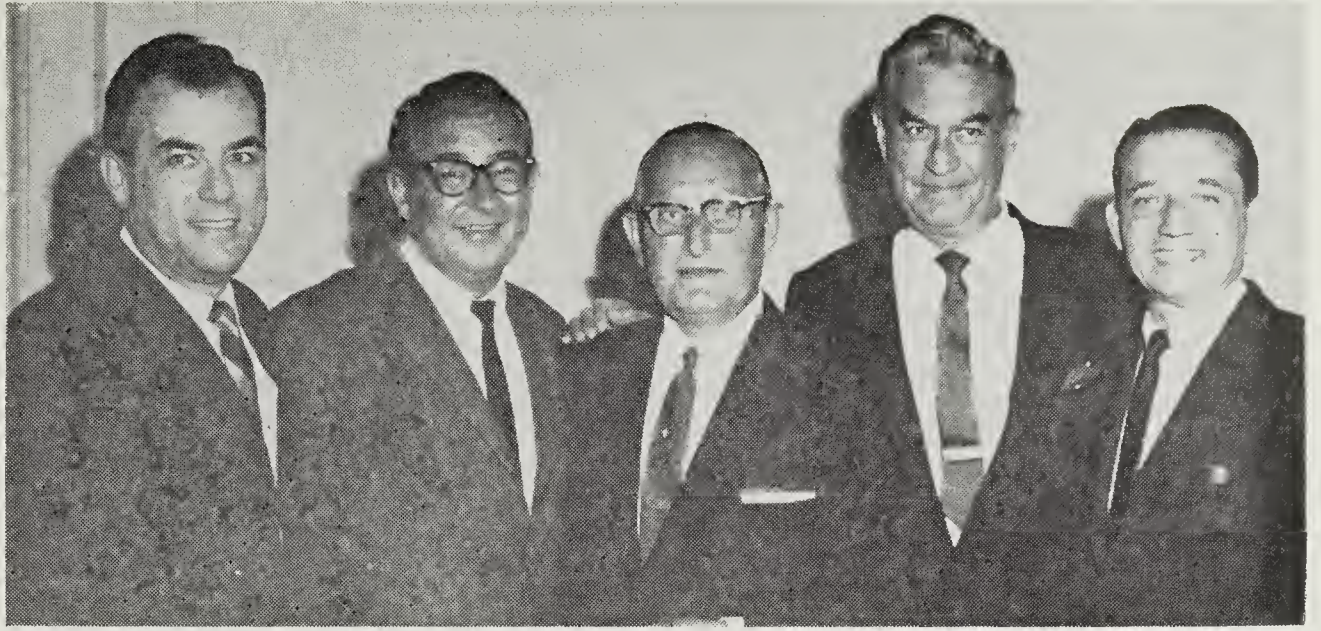
NEW ORLEANS

Jack Minckler, owner-manager, Jack's Drive-In, Bogalusa, La., acquired a long-time lease to operate the indoor Ritz there. This house was operated for many years by Nick Lamantia, a veteran of both the industry's distribution and exhibition. . . . Mrs. Ross Smith reopened the Decatur, Miss., theatre after keeping it dark for six weeks due to her son's illness. . . . Gulf States Theatres, McComb, Miss., held their annual managers' meeting at their home offices with president T. G. Solomon and general manager Jim deNeve presiding. . . . Due to hurricane and tornado threats only 17 Louisiana Theatre Owners attended the special meeting called by president L. G. Montgomery at the Royal Orleans Hotel. A scheduled election of officers was postponed. However, a special committee headed by George Baillio, president, Southern Amusement Company, Lake Charles, was appointed to plunge into a ways and means of battling for the elimination of double taxation by the state which Louisiana theatre owners endured during the past many years. Others on the committee chosen from their home districts are Charles Bazell, Don Stafford, Clare Woods, Doyle Maynard, Frank deGraauw, and E. R. Sellers. . . . Variety Club of New Orleans met in the Gold Room of the Roosevelt Hotel to decide upon the Tent's proposed new charity. . . . Billy Briant, manager, 20th-Fox exchange, and staff entertained exhibitors at a "Poor Boy Day." Sandwiches and soft drinks were served. Ticket of admission was "Bring along your date book." . . . Asa Willis, formerly manager, Joy, Shreveport, visited with staffers of Joy's Theatres here for a day after piloting Joy N. Houck here in Houck's private plane. Willis is a wizard in a flying machine. . . . Mrs. Thelma France, Universal staffer, is a grandma for the first time. The grandchild being the product of her son, Hunter France and Mrs. France. . . . Anabel M. (nee Chaix) Jones, formerly with 20th-Fox and Warners, as booker's clerk, died at 38. . . . Adolph Roescher, Universal head shipper, is recuperating at home from an emergency hospital operation. . . . Robert Ricouard, manager, St. Bernard Drive-In, is hospitalized for treatments for snake bite. . . . Film Inspection Service is now handling NSS trailers with NSS staffers Joe Williams and Larry Chabert moving over to Film Inspection. . . . Don Kay Enterprises have taken over the local and Memphis distribution for "The Flight Of The Lost Balloon."

The industry here is preparing for the influx of exhibitors from everywhere to attend the Theatre Owners of America convention.

PHILADELPHIA

The Motion Picture Associates are sponsoring the benefit premiere of UA's "West Side Story" roadshow at the Midtown the evening of Nov. 5. . . . The Exceptional Films Society begins its 11th season of showings at the Art Museum scheduling 13 Friday programs October through May. . . . Jack Golden, former Stanley Warner booker, is now with Joe Solomon at Fan Fare exchange. . . . Bill Doyle is not connected with the New York branch office of United Artists and will announce his new plans shortly. . . . Lester Wurtele, Chief Barker, Variety Club of Philadelphia, Tent 13, announced that the annual dinner meeting for the election of officers for the coming year will be held Oct. 16 in the Bergundy Room of the Bellevue-Stratford Hotel. After the election, Sam Alasker, chairman, will announce plans for the annual "Heart Fund Drive".



Among the prominent industryites present at the farewell dinner tendered retiring Paramount Philadelphia branch manager Ulrik Smith at the Bellevue-Stratford Hotel recently by the Motion Picture Associates were Howard Minsky, Paramount sales executive; Jerry Pickman, Paramount sales manager; Smith; Hugh Owen, Paramount vice president; and independent exhibitor David Milgram.

PORTLAND

Enroute to Beverly Hills from the Seattle NT and T regional meeting, president Eugene Klein, vice-president and general manager Robert Selig, and west coast district manager William H. Thedford inspected properties (Fox, Orpheum, Hollywood) and conferred with Rex Hopkins, Portland city manager. . . . Martin Foster, Guild and Fine Arts, was in town for the opening of "Two-Way Stretch" and for business conferences with Nancy Welch Allen, who manages his two theatres here. Foster later returned to San Francisco. He commented on the increased public interest in good foreign films.

ST. LOUIS

Jackie Aubuchon, Allied Artists, left the company to stay home and take care of her new baby. . . . Pauline Wrozier is back working at Paramount. . . . Rita Brusselback, the 1961 Miss Film Row, has announced she is taking Dorothy Dressel, retiring queen, with her to the TOA convention. . . . Irving Shiffrin, Columbia exploiter, has been in town working on "Guns of Navarone." The city break on this film includes 15 conventional and drive-in theatres. . . . Warner Bros. has sent a letter to exhibitors announcing they are transferring their accounting department to Kansas City. . . . The Kozy, Cahokia, Mo., is being reopened by Art Blum after being closed for almost a year. . . . More exhibitors are taking to the air, it was discovered at the MITO convention when David and Charles Barnhardt began telling of their exploits as pilots of their own plane. They own the Mark, Oran, Mo. They are following in the footsteps of another flying brother team, the Jablanows. . . . Frisina Circuit announces it would close the majority of its drive-ins on Sept. 30. . . . Bernie, Bernie, Mo., closed. . . . The Old Trails, Greenup, Ill., which has been closed for six years, is slated to be opened as soon as it can be cleaned and decorated. Phil Harlan, Charleston, Ill., is undertaking the task. . . . Columbia Pictures has signed a lease to move to 3310 Lindell as soon as the improvements on that property have been made. . . . Lee Norton, Sullivan, Ill., has sold the Grand and Sullivan Drive-In to Miss Claudia Hawkins. Norton is moving to LaJolla, Calif. . . . Arthur Enterprises has announced a change in policy at two of its theatres. The Avalon and the Tivoli, formerly neighborhood second run theatres, will be showing only art films. . . . Barbara Cuddy, United Artists, will be

leaving the company in November to make plans for her December wedding. She'll be married Dec. 16 to Daryl Meier. Charlotte Murphy, first vice-president of WOMPI, will take over as president when Barbara leaves. . . . Dave Ganz, former co-owner at the Roxy here, has turned the theatre over to his partner, John O'Connor, and gone back to school to teach and to learn. He is currently working toward a master's degree in accounting and teaching at St. Louis University. . . . Herman Tanner announced he would close the Pana and Vandalia drive-ins on Oct. 1. . . . National Screen Service has announced that it will be shipping all its trailers through the services of Kahan Film Delivery.

SAN ANTONIO

Pablo Villapadierna is new projectionist at the Olmos, operated by John Santikos. . . . Pat Boyette is making plans to film his second production "Below the Sea." Boyette's first film, "The Weird One," was recently premiered at Dallas. . . . Everett C. Callow, director of advertising and publicity for Cinerama, was in El Paso, Tex., where he was conferring with Trans-Texas Theatre officials. . . . John W. Butler, operator, Gem, Claude, Tex., has revealed he may have to shutter the Gem if business does not improve. . . . John Paxton, city manager, Interstate Theatres at El Paso, Tex., informed the citizens concerning the 31st anniversary of the Plaza through a special telecast which originated in the lobby of the Plaza. . . . Malcolm W. Hall, son of Mr. and Mrs. Tommy Hall, Horseshoe Drive-In, Ballinger, Tex., has been elected president of the student senate at Texas A & M College.

(Continued on page 22)



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CANADIAN Highlights

By Harry Allen, Jr.

A MAN NOTED for his contribution to the development of the motion picture industry in Canada, Bernard E. Norrish, 77, died in Montreal. Norrish, known for his strength and steadfastness in business, retired in 1953 as president of Associated Screen News. Born in Walkerton, Ont., and educated at Queen's University, Kingston, he was with the Publicity Bureau of the Department of Trade and Commerce from 1917 to 1920. According to Terry Ramsaye's work, "A Million and One Nights," he had "made Canada the first nation to engage officially in propaganda production." In 1921, with CPR financing, he established Associated Screen News, which built Canada's first lab in 1927 and a sound stage in 1934. It is now Canadian Screen Industries and is operated by DuArt of New York. He was a past president of the Quebec Picture Pioneers. He leaves his wife, the former Edith Cowan, and a son, William.

QUEBEC EXHIBITORS are mulling the submission of a brief to the Provincial Government. They feel that although certain changes have been made in regulations regarding children's attendance at the theatres, broader changes are now required. They feel that they might receive consideration for their requests at the fall session of the Provincial House. Their complaint now is that the age limit, which is 10, is not low enough, nor are the time limits (9 a.m. to 6 p.m. daily and 1 p.m. to 6 p.m. Sunday) enough. After 6 p.m. anyone under 16 still can't enter a theatre, whether accompanied by an adult or not. The only films that can be shown must be authorized by the two new censor board members appointed recently for that purpose. A list of 100 approved films is available and no extra censorship fee is required for showing these. If films not in this list are resubmitted for children, the Quebec Board of Cinema Censors is asking a \$5 per reel fee.

Distributors don't like the idea of having to pay twice. The business isn't there. And rather than pay the fee twice, some companies have decided to show certain of their films to adults only rather than pay a second fee, since the 10-years-of-age limit cuts off too many potential admissions. Manitoba and British Columbia allow children to pictures in the Restricted Category when an adult brings them. The two provinces recently inaugurated the Restricted Category which bars patrons under 18 in Ontario and some other provinces.

BARBARA ROBINSON of London, Ontario, was winner of Odeon Theatres' 20th Anniversary Contest in which the prize was a week's vacation for two in Mexico. Her entry was adjudged as the nearest correct in the contest, as there was no completely correct entry. Theatre patrons were asked to select the top five British films released in Canada by the Rank Organization during the last 20 years in order of box office popularity. Correct solution: "A Queen Is Crowned," "Carry On Nurse," "The Kidnappers," "Hamlet," "The Cruel Sea."

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SAN ANTONIO

(Continued from page 21)

... The Texas, Bishop, Tex., is experimenting with the showing of Spanish Language pictures. ... Carolyn Paternoster has been named public relations director of Texas International Productions at El Paso, Tex., succeeding Eugene L. Michael. ... Ruth

Likens has started a program of improvements at the Elmwood Drive-In, Abilene, Tex. ... The All Saints Youth Group sponsored the showing of "Conspiracy of Hearts" at the Jones Drive-In, Weatherford, Tex. The proceeds will be used for a youth program at the church. ... Bill Burke has leased the Fiesta Drive-In, El Paso, Tex. ... Richard Rollain has purchased the Trail Drive-In, El Paso, Tex., from Leon Bernstein. ... San B. Landrum, vice-president and general manager, Jefferson Amusement Co., Beaumont, Tex., has answered an effort by the local American Legion post to halt a showing of "Exodus" with an expression of full confidence in the picture and the craftsmen who turned it out, and a recommendation that it be seen by all movie-goers, young and old. The legion circulated a communication calling on local citizens "to do what they think is right and proper to stop the showing of the film in Beaumont." Landrum pointed out that the film would play its full run at the Liberty and any other theatre in the city in which it might be booked because it is an outstanding artistic effort, pictorially accounting an heroic episode in the long history of a cultured people, and is completely devoid of Communist propaganda. ... George Kaczmar has been named new manager, Josephine, operated by Cinema Arts Theatres. Kaczmar succeeds the late Wilton M. Farnsworth, who died recently following a heart attack. ... Sam Young, president of Sam Young Advertising, has announced organization of an affiliate company to produce San Antonio-oriented movies. The new film service, Viva Film Productions, will provide 16-millimeter motion pictures to clients and other firms. The new company will specialize in color commercial, industrial, institutional, and documentary films. ... Customers and children alike will find the Cinemoppet theatre at Wonderland Shopping City in San Antonio a unique attraction and convenience. The theatre will present free movies of selected short subjects such as Laurel and Hardy, The Three Stooges, Bugs Bunny, and other favorites. Cinemoppet theatre will be operated under the supervision of the Balcones Heights volunteer fire department auxiliary with Mrs. Lucille Wohlfarth, president, and Mrs. R. E. Conkle in charge of the theatre operation. Tickets for the theatre may be secured without charge from any store in Wonderland Shopping City. ... The Capri, El Paso, Tex., will close on Oct. 10 for a four week period, according to Bill T. Bohling, manager, during which time the theatre will undergo remodeling for the installation of Cinerama. The Capri will utilize the three booth system and estimated cost of equipment and renovation at \$135,000. The Capri early this year underwent a major remodeling program costing \$150,000. ... Myles Terral has leased the Follett, Follett, Tex., from L. A. Trout. ... Gratton Taliefferio purchased the Odeon, Mason, Tex., from B. F. Grimsley. ... R. W. Reeves, Pinto Drive-In, Mountainaire, Tex., purchased stock in the Bell-Pad Theatre Corp., Fredericksburg, Tex. ... Evelyn Laxson is booking and buying for the Moon-glo Drive-In, Junction, Tex.

SEATTLE

John Leonard Douglyn is a welcome addition to the family of Seattle MGM branch manager Duke Douglyn. The baby boy, born Sept. 21, joins two sisters. ... Georgia Hutton is back on Film Row, returning to be secretary again to Allied Artists branch manager Ed Cruea. ... MGM's local office enjoyed a novel outing when the group made a voyage to Victoria aboard the Canadian steamship's final trip of the season.



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1961



THE ROOSEVELT, NEW ORLEANS • OCT. 8-9-10-11

This issue of Physical Theatre-Extra Profits is devoted largely to the NAC-TOA Convention and Trade Show, which is scheduled for October 8-11 at the Roosevelt, in New Orleans. All indications point to a very successful program, with a record-breaking attendance.

Volume 16

Number 10

October 4, 1961

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.

in America's top theatres

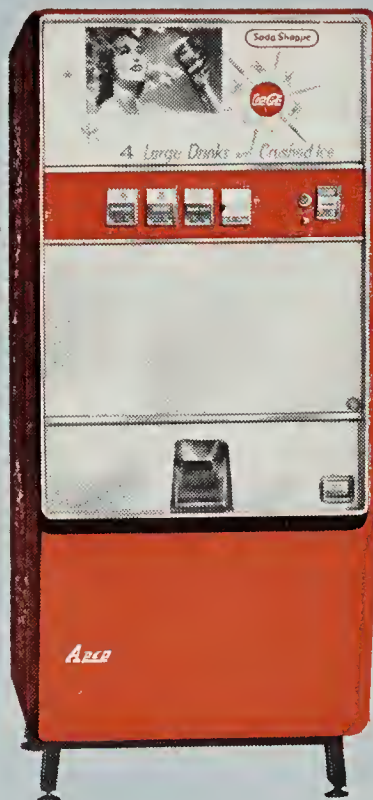
LOEW'S THEATRES ■ RKO THEATRES ■ SKOURAS THEATRES
WARNER THEATRES ■ PARAMOUNT THEATRES ● CENTURY THEA-
TRES ■ BRANDT THEATRES ● INTERSTATE THEATRES ● AND THESE
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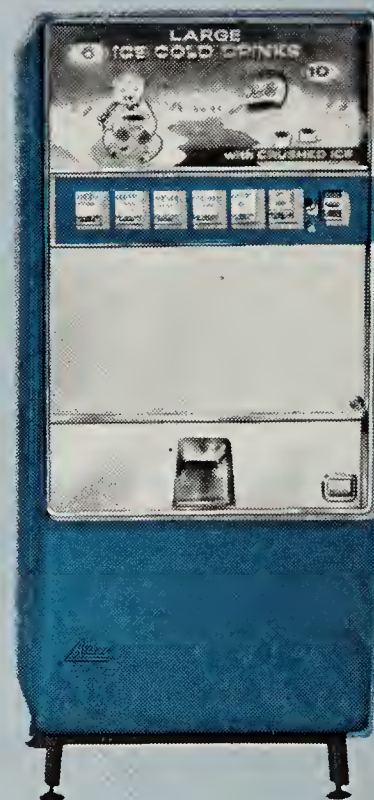
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Push-A-Flavor selection of 4 carbonated
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capacity. Three 5-gal. and one 7-gal. syrup
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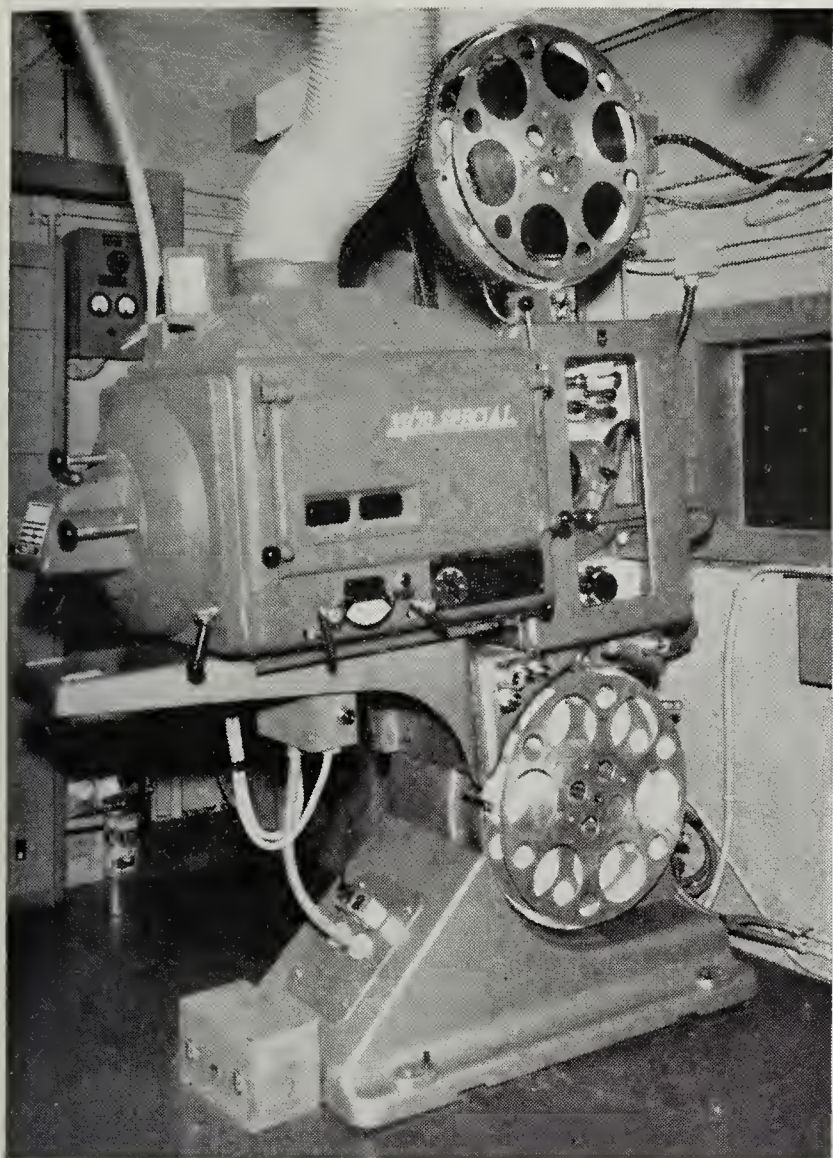
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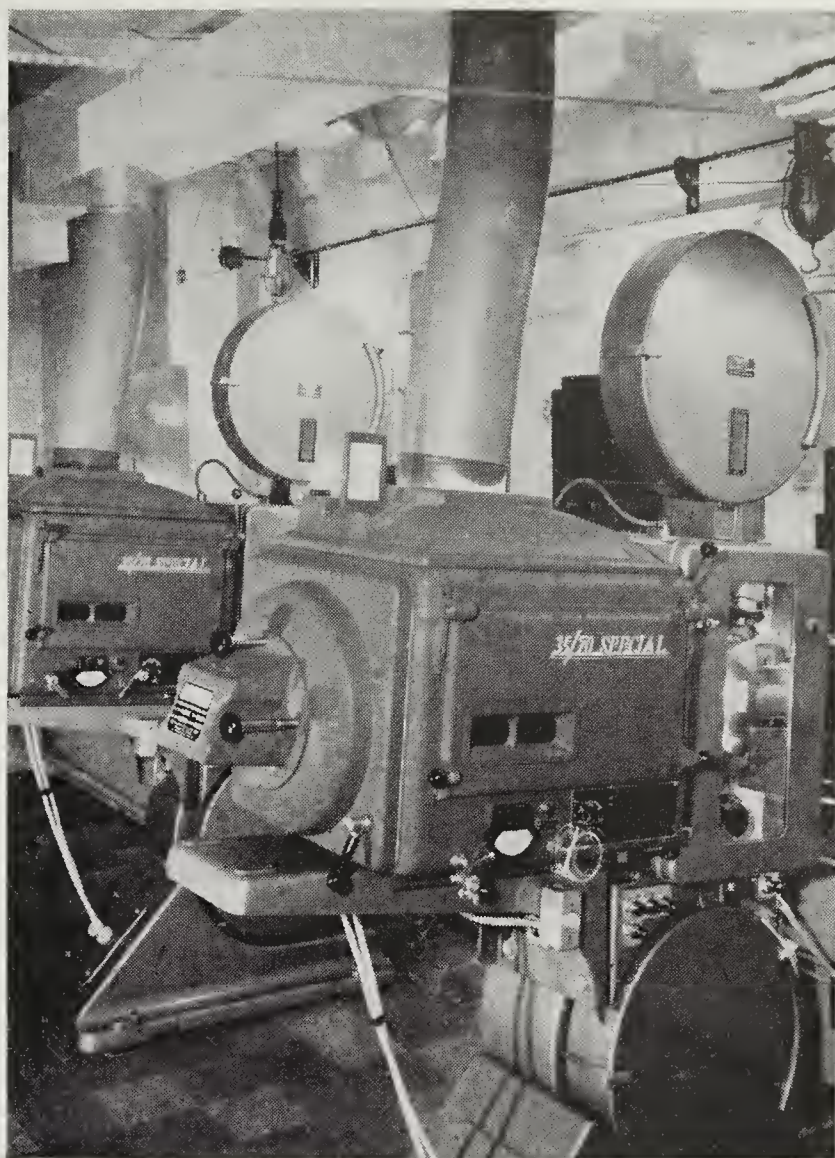
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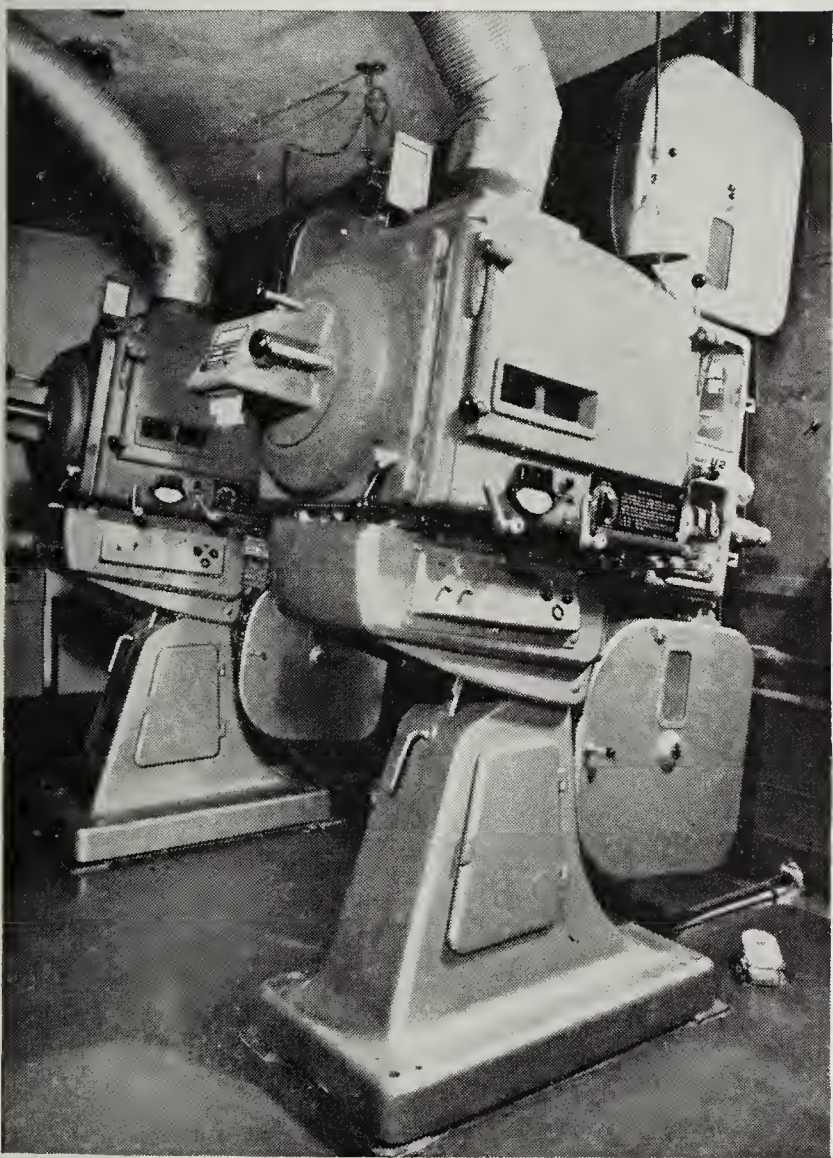
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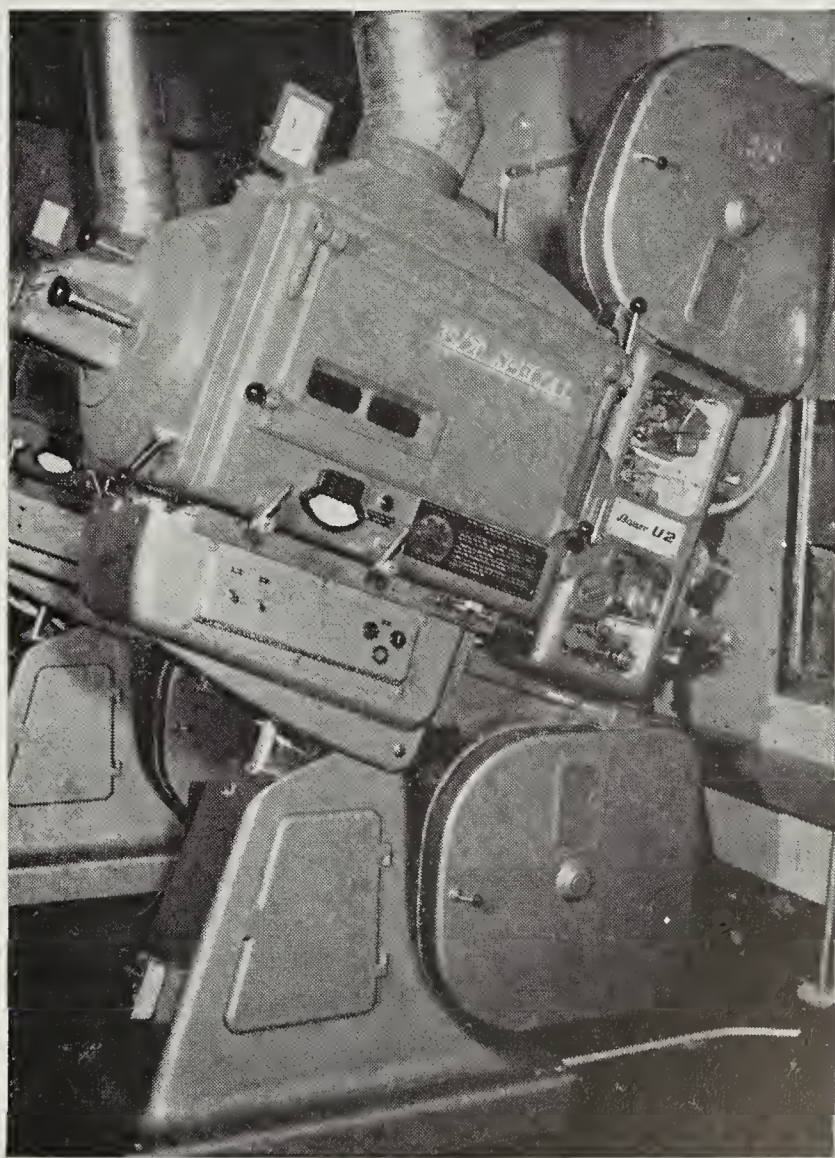
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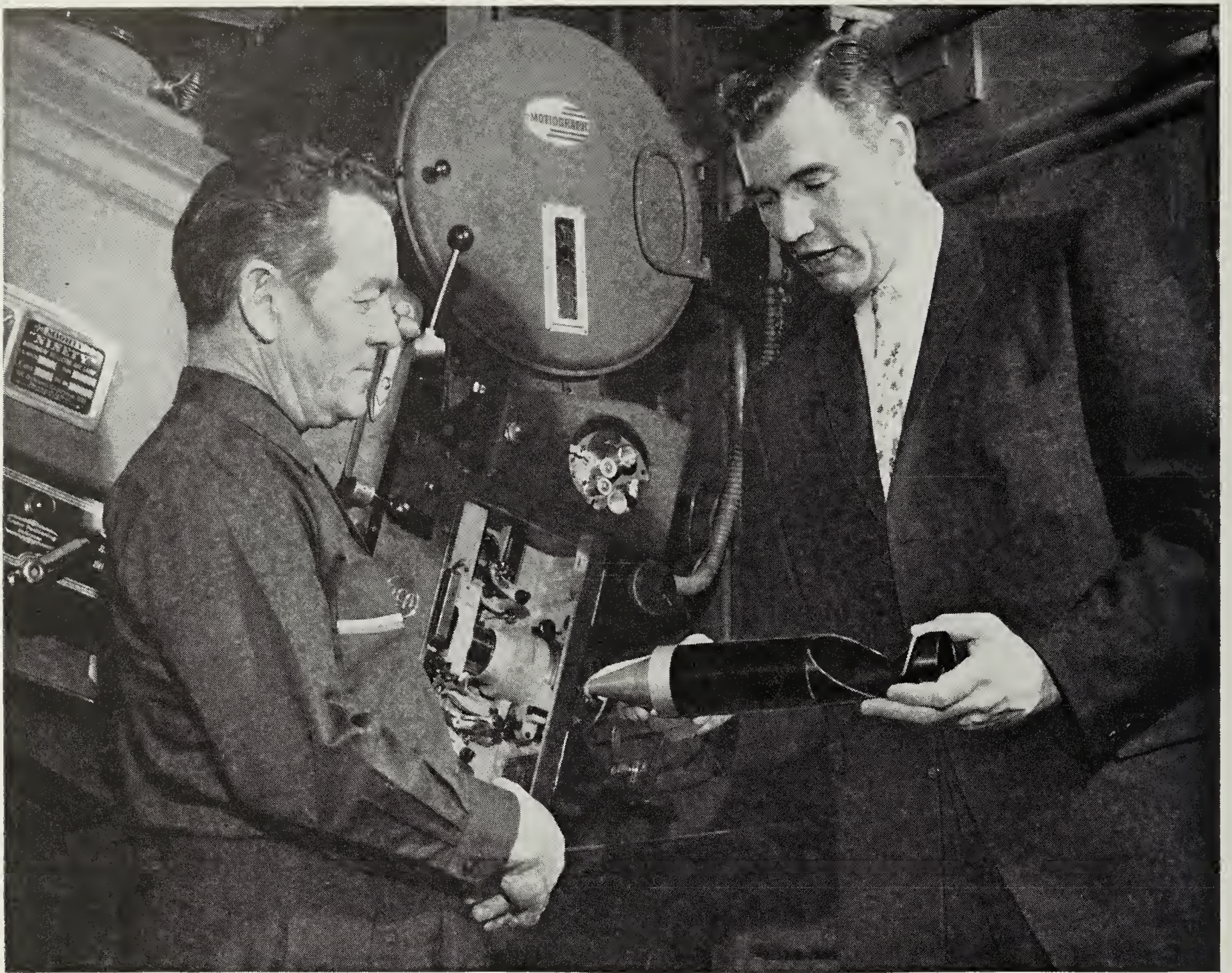
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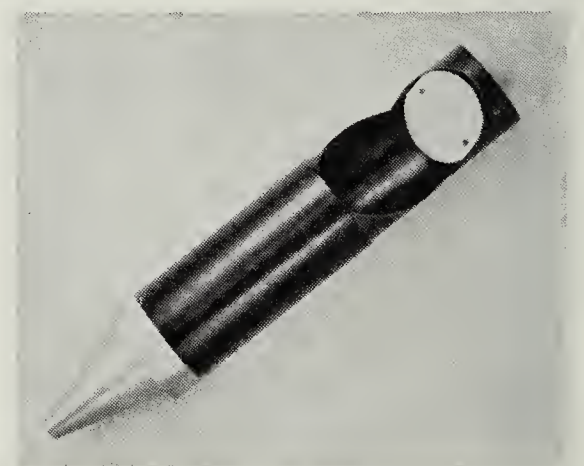
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EDITORIAL

One Step Ahead

October 8, the National Association of Concessionaires and the Theatre Owners of America will begin their New Orleans convention at The Roosevelt, with "Concessionaires of the Soaring 60's" as one of the discussion topics. To all of us, this enlightening title should serve as a reminder of the need to keep abreast of the growing market of this decade.

The 60's are constantly being heralded as the years for prosperity; but this prosperity will not come along automatically—it must be planned. The NAC—TOA convention, allowing an exchange of new ideas, and the presentation of new equipment can serve as a blueprint for progress in the flourishing days ahead.

The variety of equipment to be displayed at the convention is outstanding, and is sure to provide many new profit ideas. The foundation on which the convention was built—new ideas and improvements in equipment to help serve your customers better and more efficiently—is a timely one; and one that appears exceptionally strong.

As the average family income approaches its 1970 goal of \$7,500, and the bulk of spending goes to "non-necessities," or "luxuries," the competition for the consumer's dollar is going to reach unparalleled heights. Hence, the "Soaring 60's" will not only bring prosperity to those who plan for it, but will also bear a greater element of risk.

Resolute and consistent action will be required continually throughout the coming decade. Every action will have to be weighed carefully in order to achieve the desired results. The risks, as well as the opportunities, must be measured; and vigorous action must be undertaken to meet them.

Reported frequently is the fact that customers today are demanding better products and better services; and this demand is going to get greater as the 60's rapidly make way for the 70's. With more discretionary spending in 1970, the market will be dominated by taste, not necessity. There will be a greater increase in the quality, as well as the quantity, of choices for which the consumer can spend his money.

This increase in the desire for quality, and the many profit-providing innovations developed in theatre and concession equipment, should suggest the course of action that may be necessary to meet the demands of the revolutionary 60's. Equipment and services that are not operating at maximum efficiency, or are not providing sufficient quality to the public, should be improved in order to meet the competition.

The thought about exchanging ideas once again enters the scene: To keep one step ahead of the developments in the industry today, the exhibitor must constantly exchange ideas with expert and experienced specialists. The equipment supplier, one such specialist, knows what is new. He knows what is profitable, and he is anxious to help you with your plans.

We can all meet the demand for increased comfort, convenience, quality, and technical perfection if we vigorously plan a course of action. We can meet the demand if we constantly exchange ideas with all available specialists. We can meet the demand, if we keep one step ahead.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.



Have you looked at your seats with the lights on, recently? If they're sagging, your're BO may be, too! Nothing keeps patrons away like worn, torn, uncomfortable seatings. Call for our low estimate on a fast, easy rehabilitation job (you won't miss a single performance) and watch attendance go up and up and Up!

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The NEW "Urafoam"
SEAT CUSHION

More durable, more comfortable, safer! Fire & moth resistant, won't lump, sag or discolor. Molded to "breathe" & may be cleaned. Priced reasonably. Ask for samples.

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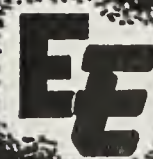
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new Dole Pacer Dole Director



now there are two great 3-drink dispensers. *(one of them is just right for you!)*

The new Dole Pacer looks like the famous Dole Director. But there's a difference:

The Pacer is an ice-cooled dispenser, designed for use where there is a ready source of ice and pre-cooled carbonated water.

The Director utilizes mechanical refrigeration and is available with a built-in carbonator, if desired.

One of them is exactly right for you! Either of them can help you increase total refreshment sales . . . and give you more profits per square foot. Look at these outstanding merchandising features:

- *Speeds service — Serves three drinks from one dispenser.*
- *Illuminated End Panels with brilliant transparency inserts.*
- *Built-in Dole Valves assure accurate quality control.*
- *New Deeper Base accommodates all size drinks.*
- *Three 1½-gallon syrup tanks give big capacity.*
- *Rugged Construction — durable Implex plastic cabinet.*

For further information, see your representative for Coca-Cola, or write: Manager, Vending and Equipment, Fountain Sales Dept., The Coca-Cola Company, P. O. Drawer 1734, Atlanta 1, Georgia.

Manufactured and distributed by The Dole Valve Company, Chicago, Illinois

COCA-COLA AND **CDKE** ARE REGISTERED TRADE-MARKS OF THE COCA-COLA COMPANY.

Convention Attendance Record

NAC-TOA Heads Give Comment

By Albert M. Pickus
President
Theatre Owners of America

In the face of a continuing product shortage, the seller's market which keeps film costs high, and steadily soaring labor costs, theatre owners must of necessity pay increasing attention to their physical theatre equipment to try and increase efficiency and save pennies, and to their concessions as a source of much-needed additional profit.

This is why we expect a record attendance both at our 14th Annual Convention opening Sunday, Oct. 8th, at the Roosevelt Hotel in New Orleans, and at the Motion Picture and Concessions Industry Trade Show, which we will stage in cooperation with the National Association of Concessionaires, in conjunction with the Convention.

From 2 P.M. Sunday when the Trade Show doors first open in the International Room of the Roosevelt, until 5 P.M. Wednesday, Oct. 11th, when they close for the last time, we expect a constant flow of theatremen through the trade show area, seeking means of improving both their operation and their profits.

Operating in a business which has been depressed for many years, the theatre owner has kept tight rein on his overhead. He has experimented and altered his film policy

PHYSICAL THEATRE

Vol. 66, No. 17

October 4, 1961

EXTRA PROFITS

The Physical Theatre Department of Motion Picture Exhibitor invited Albert M. Pickus, president of TOA, and Spiro J. Papas, president of NAC to submit any comments they might have for the convention issue. They responded with the remarks appearing on this page. We regard their views with high esteem, and also share their confidence in our prospering industry. As the NAC-TOA convention and trade show in New Orleans progresses, new ideas will be heard, and new equipment will be seen that will keep our industry moving forward.—Ed.

show that can be presented, most theatremen would like to update their physical plant. Scores will be touring the trade show area with such an aim in mind.

Few theatremen are unaware of the importance of the concessions to their overall profit. Despite the old canards about theatremen being real estate operators and popcorn salesmen, the average exhibitor knows he must have a well run theatre and present good pictures to get people to come to his house. But, once he has them inside, an attractive, up-to-date refreshment stand will produce extra sales. And extra sales mean extra profits.

The average theatreman is therefore always alert to new merchandise for his concessions; new equipment that will give a better product and cut food costs; new items that might whet sectional appetites. The place to see such innovations is an industry trade show, and the place to talk shop is a convention of exhibitors. Both will be available in New Orleans.

Months of work by both the NAC and TOA have gone into their concurrent Conventions and their cooperative Trade Show. The more than 1,000 theatre and concessions men who will assemble in New Orleans should find the trip rewarding, if only for the new ideas they can find there. I think, in addition, many will place orders at the Trade Show that will insure them more profits when they return home.

This is the reason for a Convention and a Trade Show. This is the reason why we expect 1,000 theatremen to find their New Orleans stay profitable.

By Spiro J. Papas
President
National Association of Concessionaires

The combined NAC-TOA Trade Show, to be held at the Roosevelt Hotel in New Orleans, October 8 through October 12, has been planned to provide every possible new innovation in the field of concessions with profits as the prime factor. Without concessions, every exhibitor would be in serious trouble or out of business. Therefore, it behooves everyone to visit and seriously analyze every booth in New Orleans.

A year has elapsed since our convention in Chicago last year. In the last 12 months The National Association of Concessionaires has constantly been alert to its responsibilities to every member. With hard work all officers have tried to the best of their ability to fulfill the following objectives:

- A. Unity within the ranks.
- B. Provide services beneficial to every member for the betterment of their business.
- C. Increase our membership.
- D. Investigate all new concessionaire business developments and pass on the information to the members.

To appreciate the magnitude of concessionaire, we must realize and be concerned about a business that enjoys a gross volume in excess of three billion dollars annually.



ALBERT M. PICKUS

consistent with the available supply of product. He is in continual negotiations with the film companies to win the best obtainable film deal or adjustment. As a result, few areas remain aside from his physical equipment and his concessions, where further work can be done.

I am sure many theatre owners realize, as I do, that there comes a point where old or obsolete equipment becomes costly, and it is often good sense and good business to modernize. Taking into consideration the depreciation possibilities, the improved performance from new equipment, and the better



SPIRO J. PAPAS

Such a gross volume as three billion dollars, must be nurtured and handled with the care an organization united and dedicated can provide. As President of N.A.C., I can foresee new vistas and horizons that can increase this volume to four billion dollars within the next five years. It can be done if new ideas are properly applied and promoted.

Members of the National Association of Concessionaires are in the envious position of selling food items which are a necessity of life and not a luxury; therefore, with our ever expanding population, if we can present our wares in a clean, attractive manner, properly priced the volume can and will go upward.

Trade Show Stresses New Ideas

The National Association of Concessionaires reports that many companies will be exhibiting at their convention for the first time.

The four-day convention, being held jointly with the Theatre Owners of America, begins on Sunday, October 8 at The Roosevelt in New Orleans.

The Trade Show, a virtual sell-out, will cover the full spectrum of motion picture theatre and concessions equipment and supplies; and will be held in the beautiful International Room at the hotel. After opening on Sunday from 2 to 6 p.m., the exhibit will be open to conventioners on Monday from 2 to 7:30 p.m.; on Tuesday from 2 to 6 p.m.; and on Wednesday from 2 to 5 p.m.

Albert M. Pickus, TOA president, and Spiro Pappas, NAC president, said that both TOA and NAC business sessions have been so scheduled that afternoons at the convention will be left free for the Trade Show.

BOOTH INFORMATION

The following is a detailed list of Companies exhibiting in The Roosevelt Hotel's International Room. The data is as accurate as possible at press time, and should enable visitors to easily locate the exhibits.

AMERICAN SEATING CO.—Is occupying booths number 1 and 2. Attending the exhibit are: M. E. Kornbluth, A. V. Trento, and E. D. Thompson.

AMUSEMENT BUSINESS—Can be located at booth number 8, with Jim McHugh, editor, in attendance.

BALLANTYNE INSTRUMENT CO.—Is occupying booth number 50. R. Ballantyne is attending the exhibit.

BALLY CASE & COOLER CO.—Is holding their exhibit in booth number 44. Leon Prince will be available to answer your questions.

SAMUEL BERT MFG CO.—Is displaying their Snow Cone Machine, in addition to demonstrations of Bert's New delicious Snow Magic Sundaes and Drinks. Robert Dollgener is available at booth number 5.

BLUMENTHAL BROS. CHOCOLATE—Can be found at booth number 16 with Joseph Blumenthal attending.

NAC PROGRAM SUMMARY

Saturday, October 7

NAC Board of Directors meeting at 2:00 p.m. in the Southern Pine Room.

Sunday, October 8

Ribbon cutting ceremonies at 2:00 p.m. in the International Room. Registration 2:00—4:00 p.m. in the main lobby.

Monday, October 9

Registration 9:00 a.m.—7:00 p.m. NAC General Session 10:00 a.m.—12 noon in the Gold Room. Luncheon at 12:00 noon in the Grand Ball Room. Reception from 6:00 p.m.—7:30 p.m. in the International Room.

Tuesday, October 10

Registration 9:00 a.m.—5:00 p.m. General Session in the Gold Room from 10:00 a.m.—12 noon. Luncheon at noon. Paramount Picture's Hawaiian Luau with screening of "Blue Hawaii" at 7:00 p.m.

Wednesday, October 11

Registration 9:00 a.m.—5:00 p.m. Joint NAC-TOA breakfast and business meeting from 8:00 a.m.—12:00 noon. Reception and luncheon at 12:15 noon. Mississippi River trip from 7:30—12:00 midnight, sponsored by Pepsi-Cola.

Thursday, October 12

Board of Directors meeting at 9:30 a.m. Luncheon at 12:00 noon. National Carbon Company reception at 6:30 p.m. President's Banquet in the International Room. sponsored by Coca-Cola.

Trade Show Exhibit Hours

Sunday, October 8

2:00—6:00 p.m.

Monday, October 9

2:00—7:30 p.m.

Tuesday, October 10

2:00—6:00 p.m.

Wednesday, October 11

2:00—5:00 p.m.

CASTLEBERRY'S FOOD CO.—Is occupying booth number 68. John D. Reynolds is attending the exhibit.

THE COCA-COLA CO.—In addition to sponsoring the President's Banquet at The Roosevelt, is displaying the Dole "Director" Dispenser and the Selmix "Regent" Dispenser at their exhibit in booth numbers 73-74-75. Harold Sharp, vice president; Charles Okun; Michael T. Garone; C. A. Bourdelais; and Wilson Franklin will all be on hand.

COLE VENDING INDUSTRIES INC.—Is occupying booth number 28 with a variety of their machines. Stanley S. Gaines is attending the exhibit.

CONTINENTAL-APCO, INC.—Can be found displaying their SodaShoppe soft drink dispenser, Continental "30" cigarette vendor, Popcorn Shoppe, and Casserole Kitchen hot food vendor in booth numbers 61-62-63-64-65-66-67. Melville B. Rapp, executive vice president; Herbert S. Sternberg, sales manager; and Walter Sherman, assistant sales manager will be available.

THE CRE-MEL COMPANY—Is occupying booth number 70. V. L. Martin is attending.

CRETORS AND COMPANY—Is occupying booth numbers 82 and 90 with all types of popcorn machines—automatic and semi-automatic—popcorn warmers, automatic caramel-corn equipment, and candy floss machines. Attending the exhibit are Charles J. Cretors, president; and H. Ed Chrisman, vice president. Cretors will again hold "Open House" in the Cretors Suite after exhibit hours.

CRUSH INTERNATIONAL INC.—Is occupying booth number 17 with D. W. Stevenson available to answer your questions.

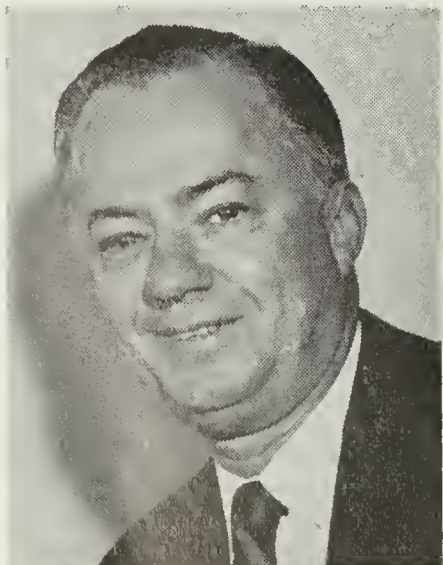
CURTISS CANDY COMPANY—Can be located at booth numbers 78-79. Bob Carmichael, national sales manager; and B. H. Dietel division sales manager will be attending the display.

A. DALKIN CO.—Is occupying booth number 26. George F. Brummett, Joe Mullen, and John Garrison are attending.

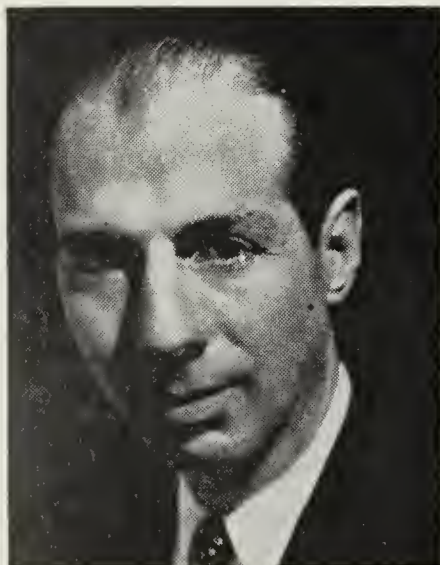
DIAMOND CRYSTAL SALT CO.—Can be located at booth number 43. Attending is D. C. Edmonson.

ARTHUR H. DuGRENIER, INC.—Is occupying booth number 91 with the M-20 Master Merchandiser 20-column cigarette machine, and the Theatre Special 8-column candy vending machine. Richard E. Gibbs, sales manager is attending the exhibit.

Augie J. Schmitt, NAC executive vice-president



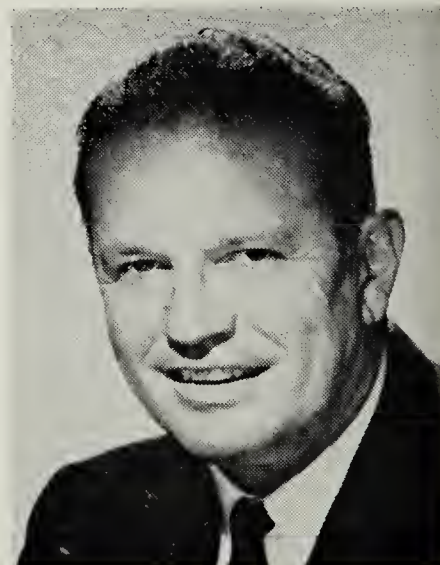
Edwin Gage, NAC first vice-president



Harold F. Chesler, second vice-president of NAC

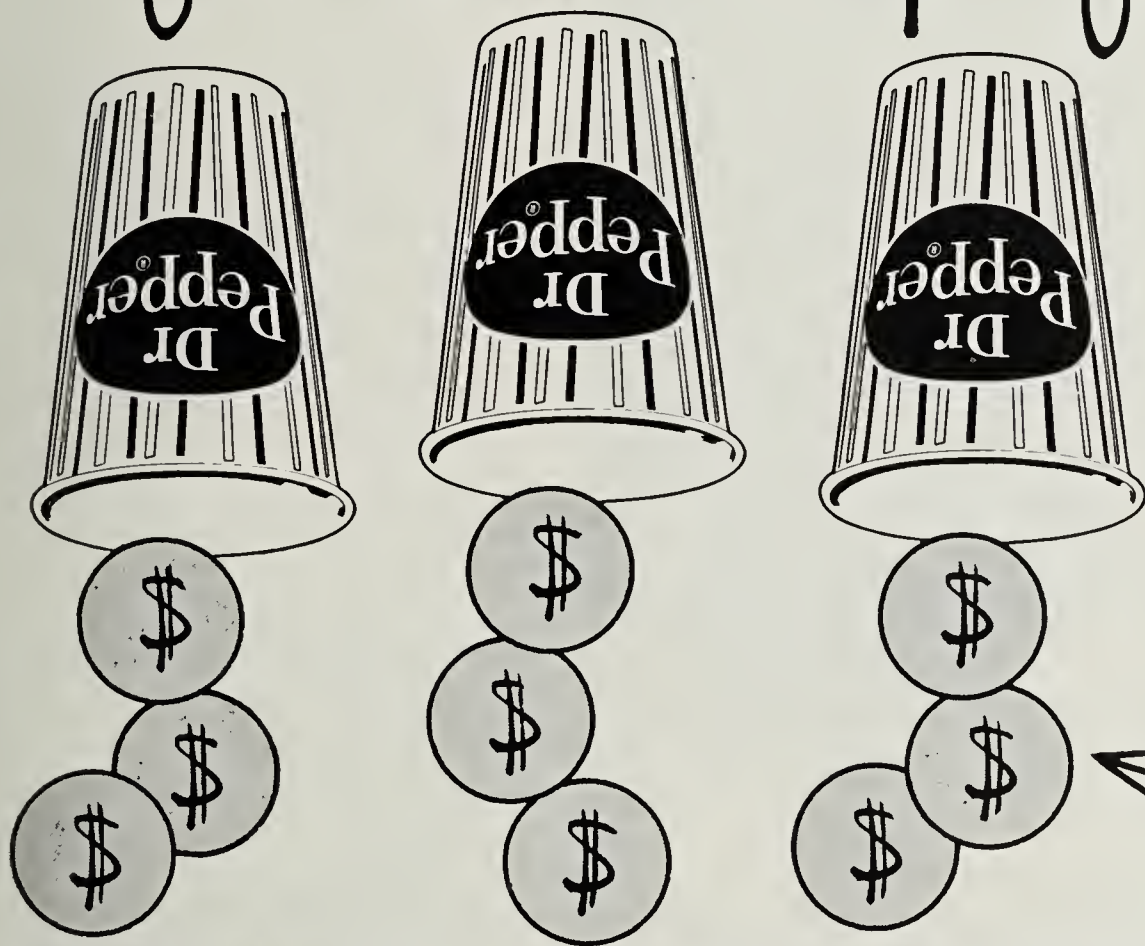


Russell Fifer, executive director of NAC





Great profits
from these cups flow



See?

Dr Pepper tops all flavor brands in soft drink sales
Are you cashing in?

"It's Different... I like it!" is more than an advertising theme.

It's the reaction thought or spoken by almost everyone who tries Dr Pepper. Not a cola, not a standard fruit flavor, Dr Pepper is different. And delightful. So delightful, people who have tried order Dr Pepper again. And again. Consequently Dr Pepper captures both the seasonal flavor market, and rides hand-

somely along with the year-long cola market!

Dr Pepper, along with a popular cola, gives you *two* year 'round best sellers. And since most of the public prefers a flavor to a cola, it's smart to feature the most popular flavor brand of all.

If you're not already sharing Dr Pepper profits, get the full story from the Fountain-Vending Division, Dr Pepper Company, P.O. Box 5086, Dallas, Texas.

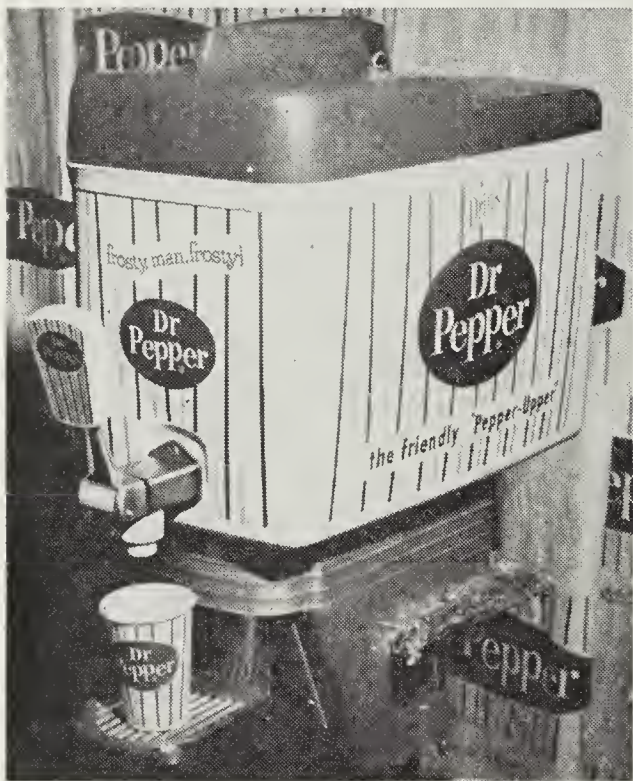


NATIONALLY ADVERTISED
NATIONALLY DISTRIBUTED

Booth Information cont.

ELECTRICOOKER DIV. OF GENERAL FOODS CORP.—Is occupying booth numbers 57-58, with Thomas H. Marler attending.

FLAVO-RITE FOODS—Is displaying its Flavos Shrimp Rolls at booth number 54. Kenneth K. Fell, president; Larry Blumenthal, vice president; and Sy Adler, secretary are available for questioning.



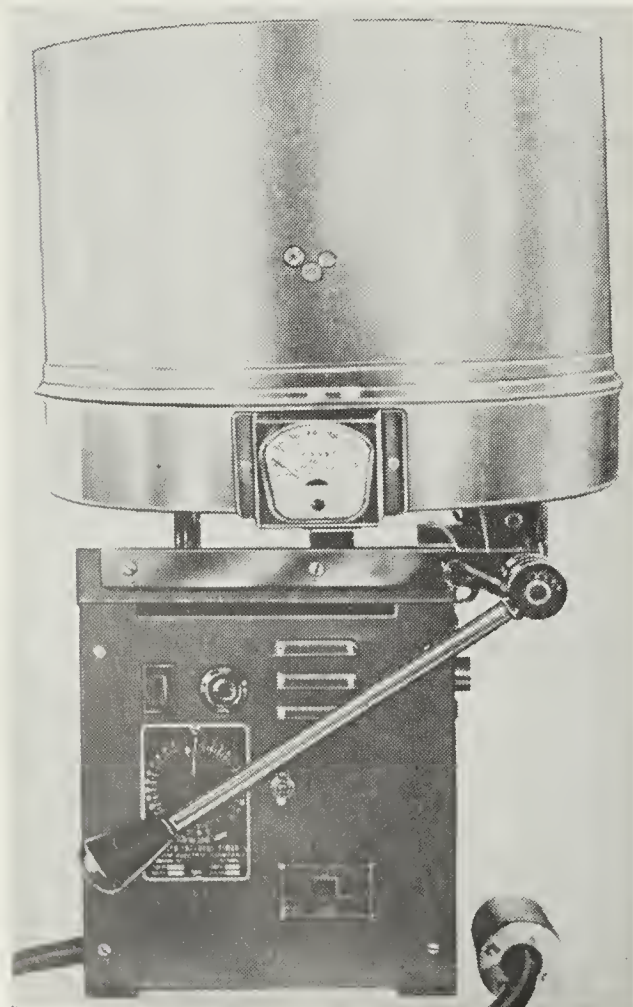
Dr. Pepper dispenser is shown above.

GOLD MEDAL PRODUCTS CO.—Is occupying booth numbers 38-39. J. C. Evans and Larry Gibson will discuss their new "finished package" approach to Sno-Kone and Candy Floss lines.

GOLDEN PALACE FOOD PRODUCTS INC.—Is exhibiting different snacks of oriental foods at booth number 87, with John Phong and Stan Edelman on hand.

GREEN RIVER CORPORATION—Is occupying booth number 53, attended by Phil Brown.

Shown in photo is Cretors Automatic Caramel Corn Mixer.



HEAT EXCHANGERS, INC.—Is occupying booth number 19. D. H. Sniader, president; and Franklin G. Duda, sales manager are attending.

HENRY HEIDE, INC.—Is displaying their line of confectionery products suitable for the theatre patron at booth number 25. Eugene E. Sullivan, general sales manager; and Edward J. Izzo, assistant sales manager are attending.

HI-JINX CARAMEL CORN CO.—Is located at booth number 3. Louis Price, president, is available to answer questions about the Hi-Jinx Caramel Corn machines on display.

HOLLYWOOD BRANDS, INC.—Can be found at booth number 18, along with Ronald C. Martoccio.

INTERNATIONAL SEAT DIVISION OF UNION CITY BODY CO.—Is occupying booth number 89. Attending is Robbie Robins.

LILY-TULIP CUP CORP.—Is exhibiting at booth number 51. Lester Dittersdorf is attending.

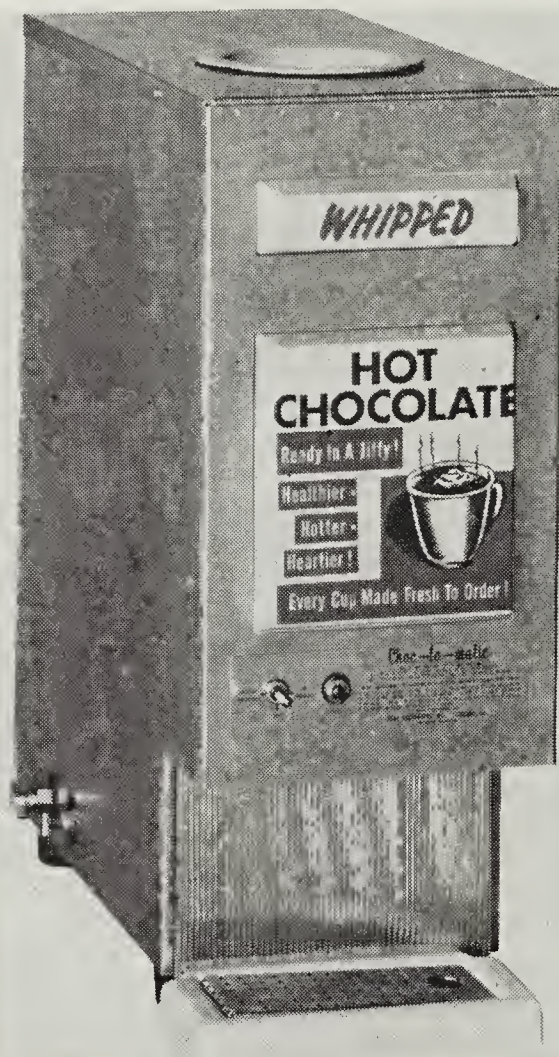


Photo shows Heat Exchanger, Inc. "Choc-Lo-Matic."

MANLEY, INC.—Is displaying their Vista-Pop Popcorn Machine, along with the Ice-O-Bar soft drink dispenser at booth number 52. Attending the exhibit are John F. Saunders, division sales manager; and G. Y. Harrell, sales.

MARSTAN DISTRIBUTING CO.—Is occupying booth number 56. Maurice Levin is available for consultation.

MIRACLE EQUIPMENT CO.—Is displaying their Miracle Circus Train at booth number 98. C. W. Ahrens and V. J. Kelso will explain this colorful promotion item.

MISSION OF CALIFORNIA—Is displaying a complete line of fountain flavors at booth numbers 23-24. A valuable prize will be given away to a lucky conventioneer. Barney Ben Cott, Paul N. Sportell, and Charles E. Darden are attending the exhibit.

JOHN E. MITCHELL CO.—Is occupying booth number 84. Attending is Donald F. Mitchell.

MORTON SALT COMPANY—Is exhibiting at booth number 92, with D. A. Gescheidle

attending.

NATIONAL CARBON COMPANY—Is displaying their National Projector Carbons at booth numbers 59-60, in addition to sponsoring the cocktail party preceding the president's banquet. Attending are: J. R. Johnstone, president; W. C. McCosh, director of marketing; V. J. Nolan, sales promotion man-

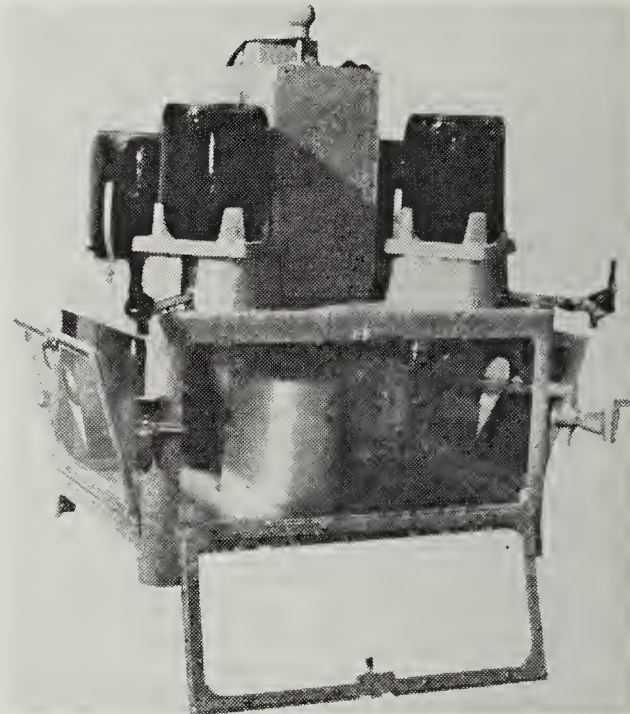


Photo above shows Samuel Bert Mfg. Co. snow cone machine Model #3.

ager; J. W. Cosby, marketing manager; and P. H. Freeman, sales manager.

NAR TRADING CORP. OF FLORIDA, INC.—Can be found at booth number 9. Attending is Normando A. Roquette.

NATIONAL VENDORS, INC.—Is occupying booth numbers 14-15, with H. J. "Pete" Foster attending the exhibit.

THE NESTLE COMPANY, INC.—Is occupying booth number 41. Attending is T. A. Fowler.

NEWMAN AND WEISSMAN ASSOCIATES—Can be found at booth number 85. Ben Newman is attending.

DR. PEPPER COMPANY—Is participating in "Hospitality Suite," and displaying fountain dispensers at booth numbers 30-42.



The above photo shows Arthur H. DuGrenier, Inc. "Theatre Special" candy dispenser.

Morris Strassman To Speak At NAC-TOA Convention Session

Morris Strassman, Executive Vice-President of Union News Company, New York City has accepted an assignment to appear on the Wednesday morning, October 11, NAC-TOA Joint Convention Session at The Roosevelt, New Orleans. Announcement was made by Edwin Gage, Walter Reade, Inc., First Vice President and Convention Program Chairman of the National Association of Concessionaires.

Gage said Strassman brings a wealth of experience in the concessions field and his appearance on the program is definite assurance of an even greater interest in this already popular session.

Popcorn Contest In New Orleans

A popcorn eating contest for boys and girls, resulting in nationwide publicity, will highlight the NAC-TOA Convention and Trade Show in New Orleans.

Scheduled for approximately 4 o'clock Sunday, October 8, the contest will be covered by newspapers and network radio and TV and will feature eight boys and girls (ages 10-12) in an endurance contest to see who can eat the most sacks of popcorn in a given time. Scene of the contest will be the International Room in the trade show area of the Roosevelt Hotel.

Special prizes donated by the Popcorn Institute plus huge sacks of popcorn will be awarded to the winners.

Judges for the contest will be: Richard Dixon, City of New Orleans Public Relations Director, entertainment star Monique Van Vooren, and a well-known New Orleans newspaper columnist yet to be chosen.

Dynex Acquires Camera Equipment Co.

Dynex Industries, Inc., announced the acquisition of the assets and business of Camera Equipment Co., Inc., a New York-based corporation engaged in the manufacture, rental and sale of cameras, camera equipment and photo-instrumentation systems for the motion picture, television, electronics and communications industries.

Camera Equipment Co., Inc., is widely known in the industry through the use of its "Ceco" trademark. Dynex Industries, Inc., manufactures photographic equipment and is engaged in research and development of specialized electronic circuitry components.

Management of the combined company will be under the direction of a newly elected Board of Directors consisting of Robert B. Bregman, as chairman of the board, Kenneth D. Pearlman and Frank C. Zucker. Day-to-day operations of the combined company will be conducted by the present management group of Camera Equipment Co., Inc.

Bregman stated that this acquisition gives Dynex a strong position in the national market through the activities of established Florida and California subsidiaries, and that plans already have been formulated involving both internal growth and further acquisitions by Dynex in the photographic and electronics fields.

Robert B. Bregman is a member of M. L. Bregman & Co., members of the New York Stock Exchange, and is Chairman of the Board of Venture Capital Corporation of America, listed on the American Stock Exchange.

ADD MONTHS TO YOUR DRIVE-IN SEASON WITH HEATERS



DON'T WAIT...order your heaters now!

It's just plain common sense! A heater-equipped drive-in means you never have to close down. Never have to keep paying overhead without receiving income. And it doesn't take too many admissions to pay for the whole deal!

Of course, the best place to get your heaters is from National Theatre Supply. National knows more about what type of heater is best for your drive-in and climate. At National, you choose from the most complete line of heaters on the market... in every voltage range and every capacity. And you get the benefit of National's direct-to-you financing.

Don't be a "wait till next year" guy... and don't risk having your competitor beat you to it! Call your nearby National man now and let him help you select the best heater for your drive-in.

Now...give your Drive-In patrons a warm welcome!

NATIONAL THEATRE SUPPLY COMPANY

50 PROSPECT AVENUE • TARRYTOWN, N. Y.

MEDFORD 1-6200

SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



BOOTH INFORMATION cont.

Attending are: Robert L. Stone, Jerry Tripod, Lyman Kempton, Bill Rautenberg, and Jerry Corbin.

THE PERLICK COMPANY—Is displaying their multi-drink dispensers at booth number 77. Robert Perlick, Ted Firth, and Robert Pratt are attending.

PROCTER & GAMBLE DISTRIBUTING CO.—Is occupying booth number 27. J. M. Eagen is attending.

Oriental Concessionaire

Arrangements have been made by Edwin Gage, Walter Reade Inc., and NAC Convention Program Chairman to include Masutaka (Mike) Imai, Mike Popcorn Company, Inc., Tokyo, Japan on the Tuesday, October 10 Convention Program at The Roosevelt, New Orleans. This session featured as "Concessionaires in The Soaring Sixties" will headline diversified concession operations in bowling lanes, roller rinks, local and state parks, miniature golf courses, amusement parks, etc. It will be under the Chairmanship of Spiro J. Papas, Alliance Amusement Company, Chicago, President of National Association of Concessionaires.

Imai has had a wide range of experience in the concessions field and employs approximately 200 people in his operation. He comes highly recommended as an excellent speaker.

In his letter accepting the invitation to appear on the NAC program he stated that he was proud to be attending the convention and would look over the Motion Picture & Concessions Industries Trade Show with great interest and seek to learn as much about sales methods in the United States as possible. He plans to use color slides to explain some of his Japanese concessions.

REX SPECIALTY BAG CORP.—Is exhibiting at booth number 69, with Irving Singer on hand.

ROMAR VIDE COMPANY—Is occupying booth "A." LeRoy Roberts is attending.

ROYAL CROWN COLA CO.—Is displaying animated dispensers and Selmix heads at booth numbers 12-13. Royal Crown is also participating in "Hospitality Suite." J. B. Cooper, J. E. Harrell, Joe E. Johnson, R. W. Summerlin, and J. W. Hamlin are attending.

THE SAVON COMPANY—Is occupying booth number 55. Attending is Mrs. Bea Rosenblum.

THE PEPSI-COLA COMPANY—Is displaying at booth numbers 35-36-37-47-48-49. Norman Wasser is attending the exhibit.

SELMIX DISPENSERS, INC.—Is occupying booth number 40, with O. Follon and Arthur B. Segal attending.

Record Popcorn Sales Seen

A study just completed by the Popcorn Institute shows that popcorn consumption during the 12-month period ending June 30 reached an all-time high. Sales were 30 per cent higher than during the corresponding 12-month period in 1959 and 1960.

Popcorn Institute Executive Director, William E. Smith, predicted that "judging from sales this year as compared to last it seems certain that Americans will consume a record quantity of popcorn in 1961—well over 300 million pounds."

Two huge advertising and merchandising events will move plenty of popcorn and related items from grocers' shelves during the Halloween and pre-Christmas season.

Both campaigns, coordinated by the Popcorn Institute, are timed to deliver their full impact in retail stores throughout the Fall and early winter seasons. Climax of the first part will be National Popcorn Week, October 24-31.

The 1961 Popcorn Fall Festival will be supported by: the largest schedule of magazine and outdoor advertising in popcorn history; extensive publicity on behalf of popcorn in national magazines and newspapers and on radio and television; a full line of powerful merchandising materials; and hard-hitting trade promotion.

Longtime cooperator in the Festival, the Morton Salt Company, will team up again with popcorn on more than 4,250 thirty-sheet billboards in over 600 major markets during October and November. These are dominated by a huge piece of well-salted popcorn.

For the second year in a row, Corn Products Refining Company, makers of Mazola Oil and Karo Syrups, will join with popcorn in a major campaign.

Popcorn, Mazola and Karo will be featured in all of the Sunday supplements, in Rural Gravure, and Grit during November and December. The 3/5 page color spread will reach a circulation of over 32 million.

Corn Products will offer a wide variety of point-of-sale material including window streamers, over-wire banners, tear-off recipe pads and shelf-talkers.

Popcorn Institute members will also sup-

ply retailers with posters featuring Mazola, Karo and brands of popcorn.

Throughout the campaigns, the institute (which represents more than 85% of the world's popcorn production) will release popcorn publicity to more than 2,000 editors of newspapers and magazines as well as radio and television home service programs. Features on popcorn are already scheduled in several major consumer magazines during October, November, and December.



The Institute will distribute thousands of kits containing popcorn nutritional information and recipes through high school Home Economics teachers. Lovely Jean Sanders, the 1961 Popcorn Princess, will dramatize the popularity and versatility of popcorn snacks on national television programs during National Popcorn Week.

Major brands of popcorn as well as the Morton Salt Company, and Corn Products Refining Company will work with retailers in building mass displays of popcorn and these related items. Retailers merchandising these items in special displays report sales increases up to 1500%.

THE SEVEN-UP COMPANY—Is occupying booth numbers 6-7. John P. Costello is attending.

STANFORD INDUSTRIES—Can be found at booth number 83. Attending is Stanford Kohlberg.

STAR MANUFACTURING CO.—Is exhibiting at booth number 88. John R. Ashby is attending.

STAR METAL CORPORATION—Occupies booth numbers 71-72. Walter Freiling is at-

tending the exhibit.

SWEETHEART CUP DIVISION of MARYLAND CUP CORP.—Occupies booth number 76, with Richard D. Folkoff attending.

WINCHESTER CARTON CORP.—Is exhibiting at booth number 86. Henry Winchusen is attending.

WORLD'S FINEST CHOCOLATE, INC.—Is exhibiting, with Compton V. Swanson attending the display. Booth Number 4.



Photo shows Miracle Equipment Co.'s "Miracle Circus Train."

LATE REPORTS

PEN GEM PRODUCTIONS — Producers and distributors of low budget action pictures for theatres, can be found at booth number 92. Paul Stevenson and Bill Ward are attending the exhibit.

TEKNI-CRAFT, INC.—Is displaying Taylor Freezers for soft ice cream, shakes and malts at booth number 31. Dan Greenwood and Charlie Shaw are attending.

AUTOMATIC ICE MAKER COMPANY—Is occupying booth number 32. George Vance will explain the complete line of Scotsman Ice makers.

Mosler Safe Appointed Distributor Of Universal Match's "Bankograph"

The Mosler Safe Company has been appointed national distributor to the banking industry for Universal Match Corporation's newly introduced currency changer and the Bankograph automatic depositing machine.

This was announced yesterday by John L. Wilson, president of Universal Match Corporation, and John Mosler, president of The Mosler Safe Company, world's largest manufacturer of safes and bank vaults.

Both devices, manufactured by UMC subsidiary National Rejectors, Inc., St. Louis, Mo., are among the most advanced developments for automatically serving bank patrons.

The Mosler Safe Company has been serving the banking industry since 1848 and currently has sales and servicing offices in all states throughout the nation, as well as Puerto Rico and Canada. Mosler will be distributor for both machines in the U.S. and Puerto Rico, and will also market the Bankograph, which accepts foreign currency, in Canada.

In announcing the agreement with Mosler, Wilson stated that "a broad market presently exists in the banking field for both of these automatic devices." He further said that "Mosler's wide experience in sales, servicing and maintenance of banking equipment in-

sure maximum marketing to and efficient utilization by the banking community of the currency changer and Bankograph."

The currency changer, developed by National Rejectors and introduced in mid-1960, is the first device to identify \$1 and \$5 bills as well as coins, and provide exact change. The machine accepts genuine U.S. currency, rejecting counterfeits, foreign bills, and larger denominations. The banking industry has widely accepted the currency changer, citing its reduction of rush hour loads on tellers and regular use by patrons. In addition to banks, the changer is employed in coin-operated laundries, vending machine installations, industrial plants, public buildings and other locations. Marketing to outlets other than banks will continue to be handled by National Rejectors.

The Bankograph, introduced publicly this past April, was developed by Reflectone Electronics, Inc., Stamford, Conn., a recently acquired subsidiary of Universal Match. It automatically accepts currency, coins and checks of all denominations and returns a validated deposit slip to the customer. The customer's deposit slip and all items deposited are microfilmed for later verification. Bankograph is expected to speed banking service and reduce rush hour lines at tellers'

windows by accepting deposits, Christmas Club and utility payments. Bankograph can provide 24-hour service, and can be used in remote locations where regular bank service is not available. Eventually, the machines could be used as bank depositories in shopping centers, public buildings and factories.

Operation of the Bankograph and currency changer will be demonstrated at National Rejectors' exhibit during the American Banker's Association 87th Convention in San Francisco, October 15-18.

Universal Match Corporation, whose current annual sales exceed \$100 million, is a producer of book matches, vending machines, armament and complex systems for the military, electronic equipment, machine parts for automation, fabricated metal products, refrigerated cabinets, food service equipment, "American Air Curtain" doors, protective coatings for paper and cloth, printing inks and printing.

Electromode Names Gleason

Electromode, world's largest exclusive manufacturer of electrical space heating equipment, announced the appointment of Donald S. Gleason & Associates as their sales representatives in the Pacific North West. This office will be responsible for coordinating the sales and engineering needs of the Oregon, Washington, Northern Idaho and Alaska areas. The Donald S. Gleason & Associates office is at 4710 University Way, Seattle 5, Washington.

Gleason's organization maintains sales engineers in both Portland and Seattle and a large show room in Seattle for architects. He will also open an additional office in Spokane.



ASHCRAFT
 35
 70 Super CINEX®

Light...beautiful, brilliant, dazzling light...and much, much more of it...is provided by the great ASHCRAFT Super Cinex projection lamp. Today's magnificent features demand it. And so do almost all the fine theatres in the world...theatres that can afford any lamp at any price!

© ASHCRAFT MANUFACTURING CO., INC. 36-32 38th STREET, LONG ISLAND CITY 1, N. Y.

RC Theatre Parties Capture Southeast

Merchant tie-ins have been growing in importance in recent years. This Royal Crown program has met with great success in increasing profits.

COLUMBUS, GA—In the high-per-capita soft drink areas of the southeast, theatre managers have teamed up with Royal Crown Cola bottlers with the net result one of the most unique and highly successful "Theatre Parties" for children ever presented.

Following a special "RC Theatre Party" format devised by J. B. Cooper, director of fountain sales for the Royal Crown Cola Co., the number of theatre-bottler co-sponsored shows has leaped from 60 in 1959 to 436 in 1960 and 720 thus far in 1961.

Theatre managers unabashedly report the terrific results of the "RC Theatre Parties," as they are properly named, but popularly called "Kiddie Shows" by the theatres.

"I would say our Saturday matinee business has picked up some 22 per cent since our first 'Kiddie Show,'" reports Tommy L. Stewart, owner, Rosewood, Memphis.

Over 95 per cent of the theatres utilizing the "RC Theatre Party" had full houses at nearly every weekly show, and many reported having to turn away enough to fill up the theatre again!

"I only regret that we cannot accommodate over 1,500 more children that we were forced to turn away after the Saenger was filled to capacity (2,000)," reports Floyd Lyles, manager, Saenger, Pensacola, Fla.

Where practical, additional shows are run to take care of overflow crowds, and many theatres have instituted two weekly theatre party programs instead of the originally planned one, to accommodate the demand for admissions. One theatre reported over 16,000 children in attendance during a nine weeks showing of one "RC Theatre Party" each week.

Obviously this mass of attendance among a specific age group has some important ramifications for the theatre, as well as for the co-sponsoring Royal Crown Cola bottler. Theatre



managers report sharp increases in concession sales and profits, accelerated interest in movies among an important age group of potential "regulars," and even raised eyebrows from parents of moppets who haven't seen crowded theatres since the "bank night" days of their own earlier years.

Co-sponsoring bottlers are happy with the crown-collecting activity at the retail store level, and with theatre increases in soft drink sales at concession stands. The Theatre Party promotion seems to have found the happy combination of equal benefits to both cooperating parties, a unique quality in cooperative promotions today.

The mechanics of the program are simple. Admission price is six Royal Crown Cola bottle caps which are subsequently redeemed by the bottler at a pre-arranged figure. Mostly cartoons have been used as program material for the Theatre Parties, but all movies used are recommended for small-fry and specifically "slanted" to their preference. Prizes are awarded by lot drawings at inter-

mission, in which both bottler and theatre participate, and usually a "big ticket" prize is reserved for the last of the scheduled series of shows.

Of great value to the theatre is the bottler's program of merchandising "crowns for admission" with point-of-purchase material in his multitude of retail store outlets. All of this material promotes his theatre, plus the usual use of radio spot material on the part of participating bottlers.

The theatre uses newspaper advertising, film trailers, lobby displays of Royal Crown Cola, and furnishes the personnel for the "Party Session" between shows at which time prizes are drawn.

The Royal Crown Cola Co. has incorporated the "RC Theatre Party" program into its regular sales promotion kit-bag for bottlers, and under the direction of its fountain sales department, plans to further expand the program throughout the United States to match its pattern of product distribution and bottler location.



Coke Appoints Callard National Mgr. Fountain Sales

George A. Callard, formerly Regional Manager for the Fountain Sales Department of The Coca-Cola Company with headquarters at Baltimore, Maryland, has been appointed national manager of the Fountain Sales Department, succeeding Vice President Harold S. Sharp. Sharp now assumes staff responsibilities.



CALLARD

Callard will immediately assume his new duties with headquarters in Atlanta. He is a native of Indianapolis, Indiana, and has been with The Coca-Cola Company since 1926. All of his service has been in the Fountain Sales Department except for two years in the Company's Advertising Department. In 1942 Callard was named manager of the Dallas Region, in 1944 he became manager of the Cleveland Region and in 1950 he was transferred to the Baltimore Region as manager.

Gladieux Names Eliason

Appointment of Paul G. Eliason as supervisor of quality control and standards for the Gladieux Corp., a division of ABC Vending Corp., has been announced by P. B. Grever, general manager.

Eliason will be responsible for direction of the company's control system for food preparation and service.



Photo shows Fun Spot Promotion cups by Sweetheart.

CONN. THEATRE SETS REMODELING PROJECT AS PART OF BIG SUPERMARKET PLAN

HARTFORD, CONN.—The second major Connecticut remodeling project in as many months has been disclosed by Sperie P. Perakos, general manager of Perakos Theatre Associates, independent circuit.

The Perakos interests will spend upwards of \$50,000 at the first-run Hi-Way Theatre, Bridgeport, the highlights including remodeling of the front, screen (38 feet wide, 20 feet high), limited re-seating, installation of new carpet and booth equipment, and, uniquely enough for a hard-top situation, plant grass.

"We are gearing the remodeling efforts," he said, "to adjoining ambitious development project by the Food Fair Supermarkets which will see, among other features, availability of parking space for 1,000 cars on a first-come, first-served basis, and no limit parking time!"

Previously announced is the \$175,000 major overhaul of the Brooklawn Theatre, suburban Bridgeport, by the Nutmeg Theatre Circuit (Leonard Sampson, Robert Spodick and Norman Bialek), preparatory to start of an art film policy and renaming of the theatre to the County Cinema.

AN OPEN LETTER TO EXHIBITORS

It is alleged that some theatre supply dealers in order to make a "fast buck" are attempting to sell obsolete, second hand or what they call rebuilt sound and projection equipment. This equipment is sold at what they call a bargain, and is represented to be as good as new. This is a misrepresentation of facts.

Century Projector Corporation cannot condone this practice. Hence we say—Investigate before you buy. In the first place, second hand or rebuilt equipment is usually taken in trade for new equipment. If it was as good as new or could have been efficiently rebuilt by the first owner, it never would have been traded in.

Second, there is new equipment being offered for sale which is *obsolete discontinued* merchandise. It is no longer being manufactured—in most cases it was designed and manufactured before 1940.

The Century Projector Corporation has been in business for 40 years and is a licensee of the Western Electric Company. Century projectors and sound reproducing equipment is designed and manufactured by the same engineers and personnel that made the original high quality Western Electric equipment. Century manufacturers the only modern projectors and all-transistor sound system:

(70/35mm) 6 Channel 4 Channel Magnetic and Single Optical
(35mm) 4 Channel Magnetic and Single Optical
(35mm) Single Optical

Century will continue to develop and build new equipment for the motion picture industry. Century is a manufacturer of new equipment and does not deal in obsolete or second hand equipment.

Century furnishes a Warranty with every piece of equipment it sells thru independent dealers. Century will not knowingly support a dealer who misrepresents facts thereby degrading our industry.

You are invited at your convenience to visit our manufacturing plant at Long Island City, New York. Here you will meet dedicated professional engineers. You will see modern projectors being manufactured and tested. You will see and hear the "Miracle of Modern Science", the all-transistor sound systems giving you increased efficiency, reliability, distortion free quality with little or no maintenance.

You owe it to yourself to make this investigation and make your own comparisons.

Very sincerely,

CENTURY PROJECTOR CORPORATION

LARRY E. DAVEE
President

Strong Electric Brochure

A new brochure on direct current carbon arc follow spotlights for theatres has just been issued by The Strong Electric Corporation, 12 City Park Avenue, Toledo 1, Ohio.

Designed for throws of 100 feet or more, the projected spot is variable from a minimum 27-inch "head spot" to a maximum 75-foot flood. The equipment incorporates an automatic carbon feed device.

A copy of the brochure will be sent free on request.

Cahill Warns Exhibitors On Used Equipment Purchase

Frank Cahill, Vice President of Century Projector Corporation has warned exhibitors to beware of obsolete, rebuilt sound and projection equipment being offered as "good as new" by some "fast buck" dealers.

Cautioning exhibitors to "investigate before you buy", Cahill points out that second hand or rebuilt equipment is usually taken in trade for new equipment. If it was as good as new or could have been efficiently rebuilt by the first owner, it never would have been traded in.

Cahill also warned against some new equipment in many cases built before 1940 being offered which is obsolete, discontinued merchandise. Pointing out that the best guarantee a theatre man has of getting modern, efficient, satisfactory projection and sound in his theatre is by purchasing new equipment from well known, reputable dealers. To quote Mr. Cahill, "In the long run it will pay the exhibitor to put new equipment in his theatre."

Progress Medal To Staud

Dr. Cyril J. Staud, vice-president and director of research of Eastman Kodak Company, has been named recipient of the Progress Medal Award of the Society of Motion Picture and Television Engineers for his continued outstanding technical contributions to the engineering phases of the motion picture and television industries.

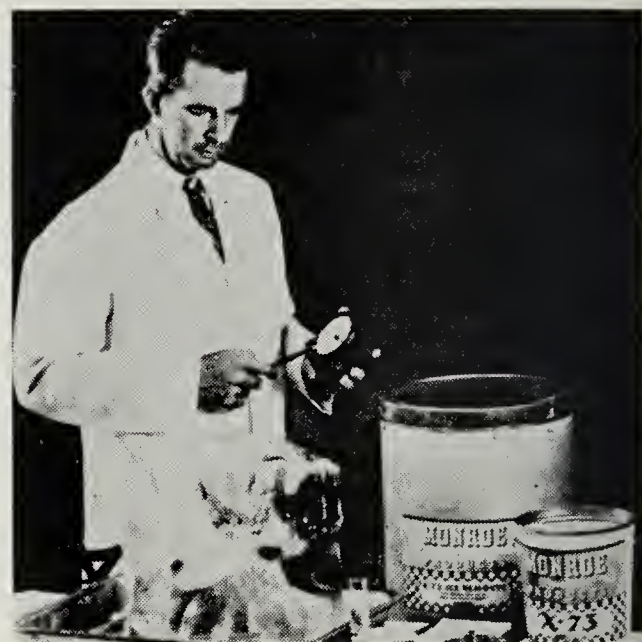
Dr. Staud joined Eastman's Research Laboratories in 1924 as a research chemist and in 1931 was appointed head of a newly organized emulsion research division. During the intervening years, his pioneering research in cellulose ester technology played an important part in Kodak's production of improved safety film.

After 1931, researches under Dr. Staud's direction resulted in new emulsion-making techniques and in the introduction of new black-and-white and color materials. Under his supervision, the emulsion research division also made numerous special emulsions for various scientific photographic uses, including astronomy, spectroscopy and nuclear physics. He also encouraged research on photographic emulsions, spectral sensitivity, and latent image formation.

A prolific inventor, Dr. Staud is the holder of more than 100 United States and foreign patents. A noted lecturer, he has published scientific papers on many subjects.

New Instant Power Added To Ice Melting Compound

A new, improved ice and snow melting compound has been announced by The Monroe Company. Laboratory tests have proven that the addition of Xylo-Phosite to their X-73 Ice Remover has increased its melting and penetrating effectiveness. The compounded additive has also introduced greater rust inhibitive qualities.



Monroe says one pound of their compound can bore half-way through a solid 10 pound block of ice in just 10 minutes. It is reported to be the most practical and economical method of ice and snow removal. There is no messy residue, and it is harmless to concrete, shrubs and grass. It retards re-freezing, with no track-in.

Recommended for use to melt snow and thaw ice on all types of pavements, walks, driveways, parking lots, gutters, downspouts and drains, it is available in 80 pound waterproof bags and 100 and 150 pound heavy-duty watertight drums.

New Candy Bar From Beich Co.

The Paul F. Beich Company has added a new candy bar to its "Bike" bar goods line—Butterscotch Imps.

Initial distribution of "Bike's" new bar indicates widespread acceptance for this delicious confection. The new 10¢ Butterscotch Imps bar contains three individual pieces, consisting of a buttercream caramel center, generously covered with whole, freshly roasted Spanish peanuts, and enrobed in a very delicious butterscotch coating.



Butterscotch Imps are now being packed 24—10¢ bars to a box, 12 boxes to a shipper; and also in 10-count packs for the vending trade. Both packs are very profitable.

KILL THE CHILL
—you'll fill the till!

FALL
WINTER
SPRING

Install

Golden
HOT-SHOT
ELECTRIC IN-CAR HEATER

- heats quicker . . .
- circulates more heat faster than any heater available—yet costs no more!

Why let your theatre investment lie idle 6 months a year when another 10% investment (Hot-Shots and wiring) will double your yearly return?

EPRAD
1214 Cherry St., Toledo, Ohio

SOLD NATIONALLY thru theatre supply dealers

7 Why

HEYER - SHULTZ
UNBREAKABLE METAL REFLECTORS
Are Your Best Buy For **ECONOMY** and **TOP QUALITY PERFORMANCE**

5 YEAR GUARANTEE

See Your Theatre Supply Dealer

1. TOP SCREEN ILLUMINATION	4. PRECISION WORKMANSHIP
2. WILL NOT BREAK PIT OR TARNISH	5. NO SPARES NEEDED
3. PERFORM AT HIGHEST TEMPERATURES	6. PROVEN DEPENDABILITY
7. FACTORY REFINISHING SERVICE	

Manufactured by HEYER-SHULTZ Inc. Cedar Grove, N. J.

<ul style="list-style-type: none"> • BRIGHTER LIGHT • LONGER BURNING • SHARPER PICTURE 	<p>Lorraine ORLUX Carbons</p> <p>CARBONS INC., BOONTON, N. J.</p>	<ul style="list-style-type: none"> • STEADIER LIGHT • LESS ATTENTION • PERFECT COLOR BALANCE
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Free Test Samples Free Carbon Chart

Heater Installation and Finance Plans Announced By Eprad

A "Complete Installation" plan and a "Pay-As-You-Go Finance" plan on Golden Hot-Shot Electric In-Car Heaters have been announced by Eprad, Inc. according to Jim McSorley, marketing manager of the Toledo, Ohio manufacturer.

"Interest in Golden Hot-Shot heaters are at an all-time high," he said. "More and more drive-in operators are now convinced that good electric heaters are a money-making investment. Some, however, have found difficulties in arranging installation or financing or both. Our 'complete installation' and 'finance' plans remove these roadblocks. About all an exhibitor has to do is tell one of our distributors how many Hot-Shot heaters he wants and we'll take over from there."

"The Finance Plan," McSorley stated, "can cover the complete installation or just the heaters. Installation can be handled by an approved local contractor or by the nationwide contractor with which Eprad has made arrangements. The Finance Plan is available with a 20% down payment and up to 5 years to pay the balance. Interest rates are nominal. There is no surcharge made by Eprad or its distributors."

"Our installation plan," he continued, "includes the complete job . . . heaters, wiring, everything . . . at a packaged price. Arrangements have been made with a nation-wide contractor who specializes in outdoor electrical work and electric heater installations. The packaged price will vary somewhat depending on the heater model chosen and the type of wiring service used."

The Hot-Shot heater "installation plan" and "finance plan" are handled through Eprad theatre supply distributors. Further information can be obtained from the distributors or from Eprad, Inc., 1214 Cherry St., Toledo, Ohio.

New Popper Introduced At NAC-TOA Trade Show

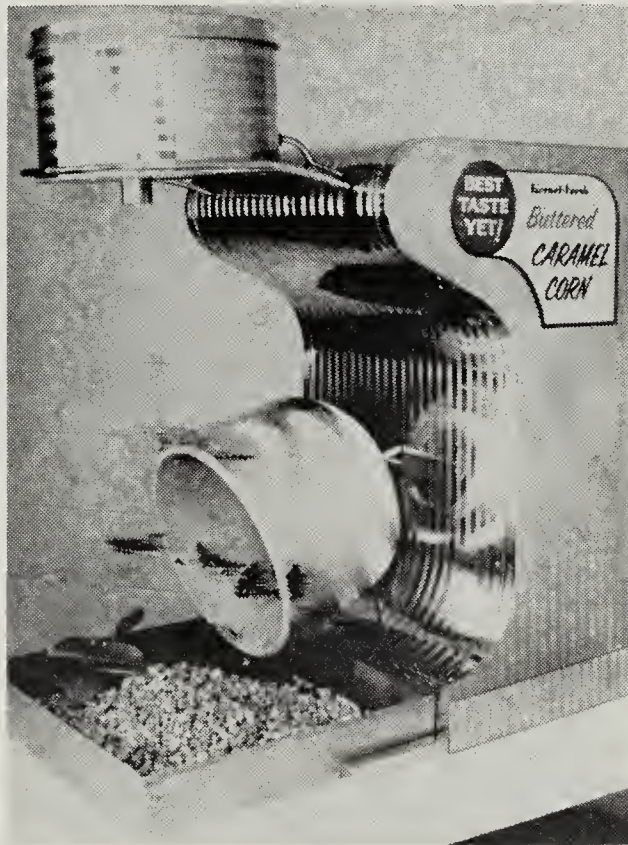


The ElectriCooker Division of General Foods Corporation announced the revolutionary new Kernel-Fresh Air-Popt Popcorn machine which will be introduced to exhibitors at the NAC-TOA Trade Show in New Orleans. It is stated that this new method of making and merchandising popcorn and caramel corn makes it possible to produce greater volume and more dollar profit.

The Kernel-Fresh Air-Popt Popcorn machine pops the corn in hot air, inside a glass dome where it can easily be seen by the buying public. According to ElectriCooker, this is the only machine developed to pop corn by this method.

It is a completely automatic machine which helps cut labor costs. An action display increases sales, and the superior quality of the corn builds repeat sales, says the company. It is claimed the machine has a greater yield than conventional popcorn machines, and has been successfully used by many department and variety stores and is currently undergoing tests in theatres, which to date are proving successful.

Also to be displayed at ElectriCooker's exhibit is the Air-Popt Caramel Corn machine.



The manufacturer states that this automatic Caramel Corn machine, with its dramatic eye-catching operation is new in design, appearance and function and will produce a product of unsurpassed quality and goodness. The machine is designed to make Air-Popt Caramel Corn with maximum eye and appetite appeal and to produce the greatest sales volume.

Ballantyne Has Sparkle-Glo Letters

Ballantyne Instruments and Electronics Inc. has announced that Sparkle-Glo changeable letters for attraction boards are now available in 12" and 17" letters. According to J. Robert Hoff, Ballantyne executive vice president, the letters are available with either red or black background, balloon or gothic style. The sparkling reflectors are silver.

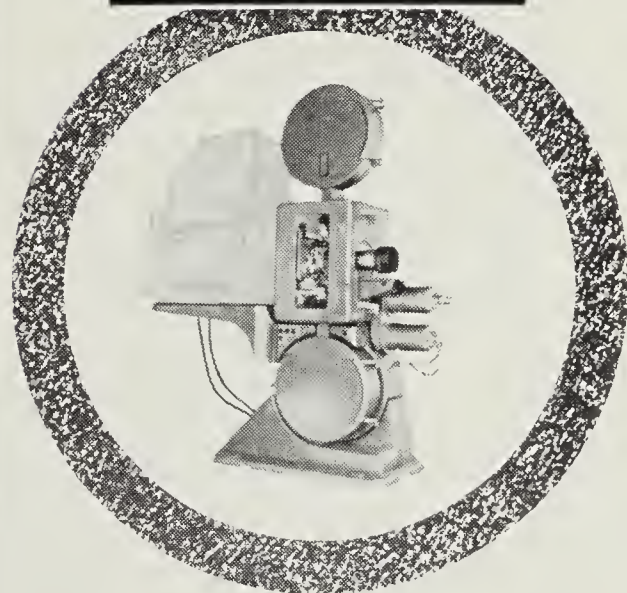
The letters are clip-backed, for track mounting. Individual letters, words or entire boards may be made up out of these individual letters. "Highlight your panel with your name in 'lights,'" Hoff suggests. These flickering, animated letters will attract attention from a long way off, he stated.

The letters are an addition to Ballantyne's stock of changeable letters. The regular stock includes sizes from 6" to 48", red, black in either balloon or gothic. Ballantyne letters are weatherproofed, and won't chip, crack, bend or warp in any kind of weather. The baked enamel finish never needs maintenance.

Ballantyne also make both indoor and outdoor attraction boards.

HERE'S WHY
DRIVE-INS
NEED

Norelco
70mm
PROJECTION



• **BRIGHTNESS** The Norelco 70 allows 3 or 4 times as much light to pass through as a 35mm projector.

• **SHARPNESS** The 70mm film image is far sharper because it is blown up only a fraction as much as the 35mm image.

• **ECONOMY** Projectionists report runs as high as 2,000 per print with the Norelco Universal 70/35.

• **FLEXIBILITY** Complete conversion from 70mm to 35mm takes less than 4 minutes with the Norelco.

• **RELIABILITY** The Norelco 70/35 is the most widely used, thoroughly proven 70mm projector in the world.

• **PROFIT** The dramatic superiority of 70mm projection pays off! The best of the great boxoffice attractions are being released on 70mm prints.

See your favorite theatre supply dealer today.

Write for free descriptive brochure

Norelco®
UNIVERSAL
70/35mm PROJECTORS

NORTH AMERICAN PHILIPS COMPANY, INC.
MOTION PICTURE EQUIPMENT DIVISION
100 East 42nd Street, New York 17, N. Y. • OX 7-3600



We'll be making your in-a-car speakers in 1970

whatever happened to the many companies making them in 1955?

Nothing is quite so costly as purchasing speakers that won't stand rugged use and conditions. But it's even worse to find out that parts and repair service are no longer obtainable. This is no exaggeration. In the past ten years about 30 companies that once made speakers have either gone out of business or have ceased to manufacture speakers. That's why we'd suggest that the next time you buy speakers, better talk to the old reliable, Ballantyne, a solid manufacturer of theatre, sound and projection equipment since 1932.

for full information write

Ballantyne

BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.

A DIVISION OF ABC VENDING CORPORATION

1712 JACKSON ST.

OMAHA 2, NEBRASKA

KEEP IN TOUCH WITH THE LATEST IN THEATRE EQUIPMENT AND CONCESSIONS OPERATIONS — READ PHYSICAL THEATRE—EXTRA PROFITS SECTION OF MPE.

TREMENDOUS PROFITS!!

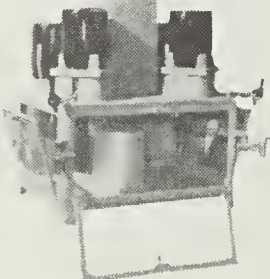
Now Fresh Fruit Sundaes, Pineapple and Strawberries from stainless steel pans!

Both juices for snow cones and fresh fruit for sundaes dispensed from one machine

HERE'S HOW TO MAKE

BIG MONEY with "SNOW MAGIC"

No Gears! No Pulleys!
No Belts! No Oiling!



THE NEW SNOW CONE MACHINE

Capacity: 50 cones every 30 seconds.

The Bert's "SNOW MAGIC" machine combines eye-appealing beauty with perfect mechanical performance and large capacity. "Snow Magic" is easy to operate and is Fully Automatic. A Snow Cone costs 1/4 to 1/2¢ and usually sells for 10¢ . . . that's profit!

Distributors of famous Victor's QUICK MIX dry flavor concentrates.

FREE SAMPLES WITH EACH MACHINE

SAMUEL BERT MFG. CO.
Fair Park Station, Box 7803, DALLAS, TEXAS

Middle East Goes Modern; Rank Equips Kuwait House



One of the most modern cinemas to be built in the Middle East has been equipped by a British firm.

It is the Al Andalus, at Kuwait, an air-conditioned cinema with a seating capacity for 1,800 people.

There has been a rapid growth of cinemas in certain countries of the Middle East where the industry has been restricted until recent years on religious grounds.

The Al Andalus, which is owned by the Kuwait Cinema Company, is the third cinema within the last six years in Kuwait and one of a number in the Middle East which have been equipped by the G.B.-Kalee Division of Rank Precision Industries Ltd. Much of the interior of this new cinema, which is comparable with the best in the West End of London, has been specially designed by G.B.-Kalee. This includes the projection booth suite, the stage and dressing and seating layouts.

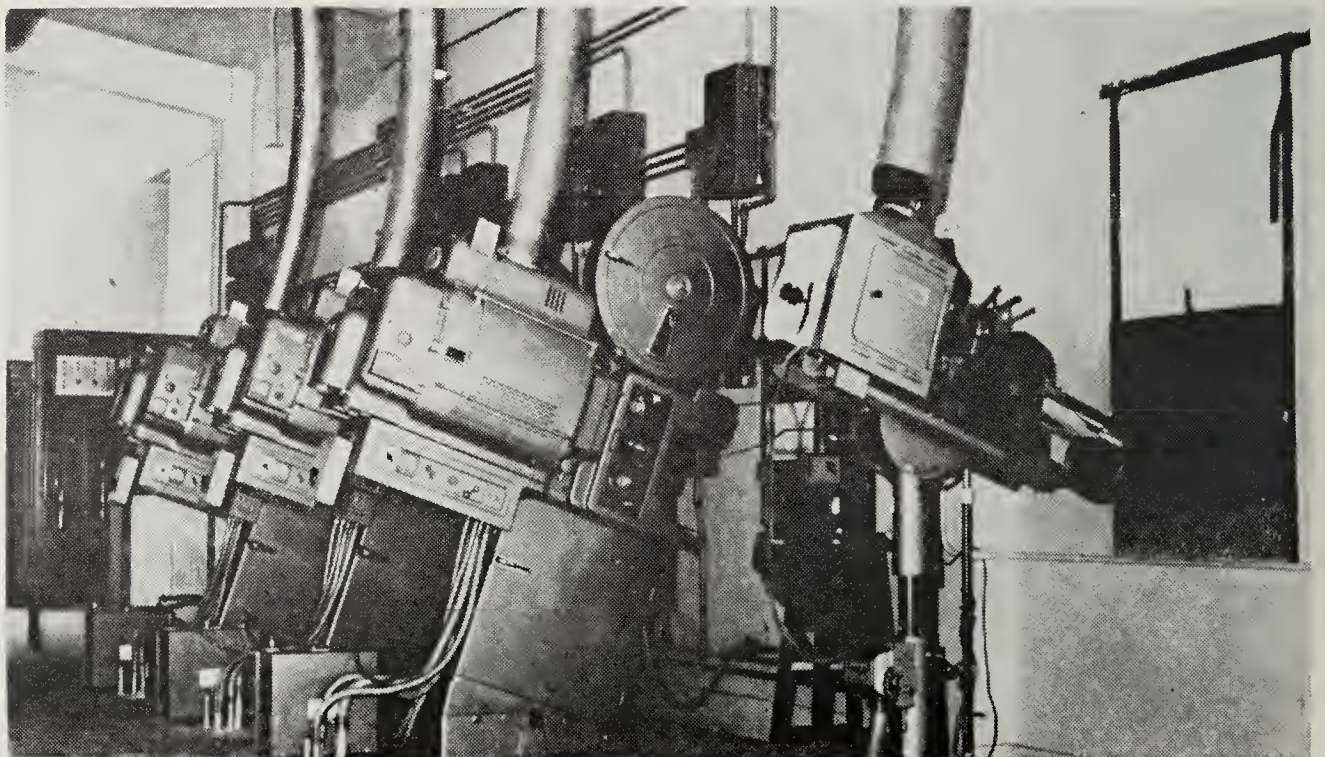
The layout of the seating is unusual by western standards for the strict social code of the country demands a degree of segregation

among the sexes and family groups in the auditorium.

This does not present a problem in the stalls where unaccompanied men sit on the left and ladies with or without their escorts are accommodated on the right. But in the circle 358 oversize chairs have been specially made for the first-class centre section. The same chairs are also used in the special family boxes at the front of the circle.

In the spacious projection box triple 70/35 mm. projection equipment has been installed with a full stereophonic amplifier for reproduction. There is also ancillary apparatus including arc rectifiers and slide projection equipment. The amplifying apparatus, in addition to film stereophonic reproduction, is also designed for public address in the cinema.

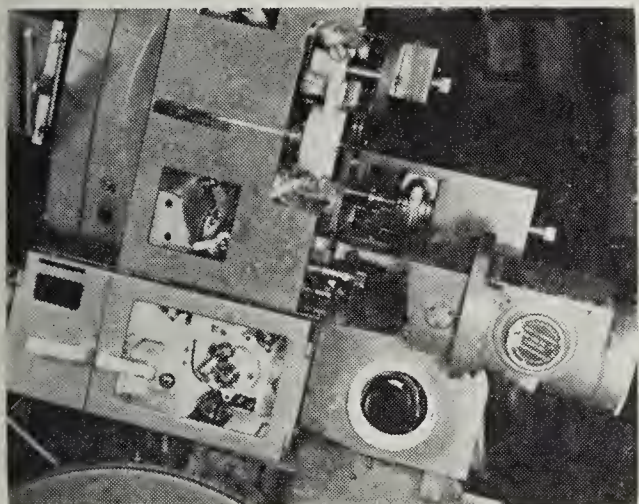
A frame has been specially built by G.B.-Kalee to accommodate a Perlux Screen, designed for showing a 60 ft. picture. This can be moved to the rear of the stage for theatrical productions, together with the five main Duosonic Loudspeaker assemblies.



REMOTE CONTROL PROJECTION TESTED IN BRITISH THEATRES

A number of Rank and ABC Theatres in London and other parts of the country have now installed remote control projection with the operator sitting in the auditorium making critical "armchair" adjustments of picture and sound quality.

Remote control panels operating in conjunction with Projectomatic have been designed by the GB-Kalee Division of Rank Precision Industries working with theatre engineers, and can be installed without replacing existing projectors which can be easily adapted with the addition of accessory units.



This projector at the Angel, Islington, has been adapted for remote control of focus and framing by the addition of two units attached to the mechanism.

Rank installations include the Angel, Islington; Pavilion, Hackney; Odeon, Kensal Rise; Gaumont, Walham Green; Gaumont, Kings Cross; and the Odeon, Woking. Others are planned.

This development of remote controls frees the projectionist to watch the performance as a member of the audience and enables him to become more proficient in program presentation. This has been made possible by Projectomatic which automatically controls the full program sequence, and Xenon lamps which burn without attention, allowing larger spools to be used, even further relieving the operator.

At the Angel, the auditorium panel, in addition to carrying control for adjusting picture focus and framing and sound volume, has switches and pilot lights duplicating those in the projection room. This enables the operator to monitor and, if necessary, override the automatic program sequence controlled by Projectomatic.

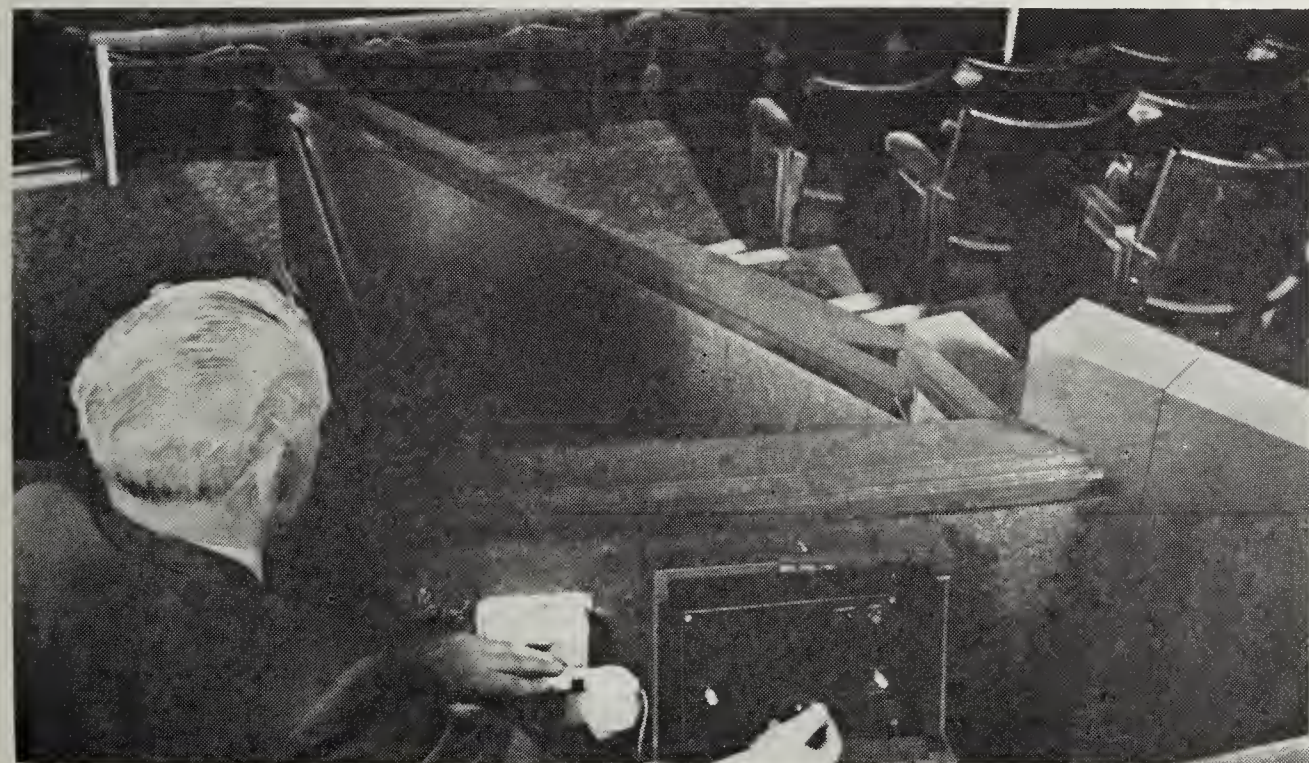
At the other theatres, the Projectomatic is responsible for the general program sequence. The auditorium panels are confined to switches for picture framing and focus and a stud type volume control with buttons for emergency control of lighting and curtains.



The operator adjusts the focus and sound volume from the auditorium of the Angel, Islington.

The remote focus and framing equipment consists of two focusing and framing attachments—one for each of the projectors—and a wall mounting case containing the control gear for both functions.

The control circuits are arranged so that only the projector which is working is affected by operation of the remote control keys. Direct manual adjustment of focus is retained and is independent of the remote system. In the case of framing, the facilities for normal manual operation are not retained. Provision is made for emergency manual adjustment, but local control will normally be affected electrically by means of a key switch mounted on each projector.



Sound volume adjustment is being controlled from the auditorium with this remote control panel at the Odeon, Kensal Rise.

*perfect comfort
in any position
with self-adjusting...*

AIRFLO

Every seat becomes "best in the house" with AIRFLO Loges. The ultimate in comfort, AIRFLO features spring seat and spring back, and the added luxury of sponge-rubber upholstered armrests. Floating spring base shown below, a feature offered only by AIRFLO, will make your theatre famous for comfort. Write today for free, full-line catalog.



ROCKING CHAIR ACTION
Exclusive spring-base mechanism keeps proper pitch, seat-to-back, no matter how occupant shifts position.



HEYWOOD-WAKEFIELD • PUBLIC SEATING DIVISION
MENOMINEE, MICHIGAN

DIAMOND

TRADEMARK

**PROJECTOR
CARBONS**

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Two Bausch & Lomb Scientists Named To New Research Posts

William S. Fujimura and Edward W. Schreiner have been appointed Section Heads of Bausch & Lomb's Photographic and Projection Research & Development Department. The announcement was made by John Hayes, Director of Optical Design and Special Products.

Fujimura joined Bausch & Lomb in 1959, after receiving his B.S. in Optics from the University of Rochester. He has specialized in the development of photographic lenses, projection lenses, and related photographic apparatus. In his new capacity as Head, Photographic Lens Section, he will devote full time to the further development of the Company's photographic lens line.

Schreiner, for 5 years Chief Engineer of Wilmot Castle Co., has been with B&L since August of this Year. A 1946 graduate of the University of Rochester, (B.S., M.E.) he brings to Bausch & Lomb many years of practical product development experience, and will be responsible for development of the projection lens, Audio-visual and special customer projection apparatus lines.

SMPTE Names Goldsmith

The Society of Motion Picture and Television Engineers, citing his many eminent services to the advancement of engineering in motion pictures and television, has announced its intention to elevate Dr. Alfred N. Goldsmith, world renowned consulting engineer, to honorary membership status.

Dr. Goldsmith, a former president of the Society, has been a member of SMPTE for 33 years. He is a graduate of the City College of New York and Columbia University.

A professor of electrical engineering at CCNY from 1918 to 1923, he was vice-president and general manager of Radio Corporation of America during the 1923 to 1931 period. Since 1933, Dr. Goldsmith has served as a consulting engineer for Radio Corporation of America, the National Broadcasting Company, and Eastman Kodak Company.

Chairman of various panels of the National Television Systems Committee from 1940 to 1954, Dr. Goldsmith received the Modern Pioneer Award from the National Association of Manufacturers in 1940, the Medal of Honor from the Institute of Radio Engineers in 1941, the Townsend Harris Medal from the College of the City of New York in 1942, the Medal Award from the Television Broadcasters Association in 1945, the Achievement Award from the RCA Laboratories in 1950, the Special Citation from the Radio Pioneers in 1952, the Founders Award of the Institute of Radio Engineers in 1954, and the Progress Medal Award of the SMPTE in 1956.

CORRECTION

In the September 13 issue of Physical Theatre, on page PE-14, we said the projection equipment in Philadelphia's new SW Cheltenham theatre includes Philips Norelco 35/70mm projectors and an Ampex-Century sound system.

Actually, the Cheltenham projection system was engineered by Century Projector Corporation for Stanley Warner and includes the Century Projector Multi-Channel Transistor 6-4-1 sound system, not Ampex. The third projector is the Century HW system. Century Projector Corporation modified two Norelco projectors to work with the system.

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- ... Attraction Board
- ... Banners, Flags
- ... Display Cases, Easels
- ... Letters, Silhouette
- ... Marquees
- ... Marquee Letters
- ... Poster Frames
- ... Posters, Heralds
- ... Signs
- ... Trailers

AIR CONDITIONING

- ... Air Conditioning Systems
- ... Air Filters
- ... Blowers
- ... Diffusers
- ... Fans

CONCESSIONS

- ... Bags
- ... Barbecue Products
- ... Beverages
- ... Beverage Dispenser, Fountain
- ... Boxes
- ... Bun Warmers
- ... Butter Dispenser
- ... Candy
- ... Coffee
- ... Coffeemaker
- ... Chocolate Drink
- ... Chocolate Drink Dispenser
- ... Concession Stand
- ... Concessionaire
- ... Canned, Prepared Foods
- ... Cups
- ... Cup Dispenser
- ... Food, Frozen
- ... Food Preparation Equipment
- ... Fountains
- ... Gum
- ... Hamburger Grills
- ... Hot Dog Machines
- ... Ice Cream
- ... Ice Cream Cabinets
- ... Ice Cream Dispensers
- ... Ice Machines
- ... Malt, Shake Machines
- ... Nuts
- ... Pizza Equipment & Supplies
- ... Popcorn
- ... Popcorn Seasoning
- ... Popcorn Warmers
- ... Popcorn Machines
- ... Refrigeration Units
- ... Soft Drinks
- ... Snow Cones

COIN VENDING MACHINES

- ... Candy Vender
- ... Cigarette Vender
- ... Coffee Vender
- ... Coin Changers
- ... Drink Vender, Cup
- ... Gum Vender
- ... Hot-Cold Cup Venders
- ... Ice Cream Vender
- ... Juice Vender
- ... Milk Vender
- ... Nut Vender
- ... Popcorn Vender
- ... Sandwich Vender

DECORATION • FURNISHING

- ... Carpets

- ... Carpet Cushion
- ... Curtains, Stage
- ... Curtain Controls & Track
- ... Decorators, Designers
- ... Draperies
- ... Drink Fountain
- ... Fabrics, Wall
- ... Flooring
- ... Lounge Furniture
- ... Mats, Rubber
- ... Paint
- ... Sand Urns
- ... Stage Rigging
- ... Tile
- ... Traffic Control

HEATING

- ... Fans
- ... Furnaces
- ... Heat Pumps
- ... Humidifiers
- ... Insulation, Thermal, Acoustic

LIGHTING

- ... Aisle Lights
- ... Batteries
- ... Color Wheels
- ... Dimmers, Controls
- ... Directional Signs
- ... Emergency Light
- ... Spot & Flood Lights
- ... Switchboards
- ... Transformers

MANAGEMENT

- ... Theatre Forms and Systems, Personnel Training
- ... Uniforms

PROJECTION

- ... Aperture Plates
- ... Blowers, Lamphouse, Porthole
- ... Carbons
- ... Carbon Saver
- ... Changeover
- ... Dowzers
- ... Film Cabinets
- ... Film Cement
- ... Film Coolers
- ... Film Magazines
- ... Film Reels
- ... Film Rewinders
- ... Film Splicers
- ... Lenses
- ... Motor Generator
- ... Projectors
- ... Projection Arc Lamp
- ... Projector Parts
- ... Pedestals
- ... Rectifiers
- ... Reel End Signals
- ... Reflectors
- ... Rewinds
- ... Rheostats
- ... Screens
- ... Sound Equipment
- ... Sprockets
- ... Television, Theatre
- ... Transformers

SAFETY SUPPLIES

- ... Door Hardware
- ... Exit Devices
- ... Fire Alarms
- ... Fire Extinguisher
- ... Fire Hose

- ... Kick-Push Plates
- ... Ladders

SANITARY SUPPLIES

- ... Carpet Cleaners
- ... Deodorants-Disinfectants
- ... Floor Cleaners
- ... Glass Cleaners
- ... Hand Dryers
- ... Mops—Brushes
- ... Soap Dispenser
- ... Upholstery Cleaner
- ... Vacuum Cleaners

SEATING

- ... Auditorium Seats
- ... Drive-In Seating
- ... Seat Covers
- ... Seat Cushion
- ... Seat Reconditioning
- ... Upholstery Material

SOUND EQUIPMENT

- ... Amplifiers
- ... Inter-Coms
- ... Exciter Lamps
- ... Microphones
- ... Pre-Amplifier Cabinet
- ... Public Address System
- ... Sound Equipment, Theatre
- ... Sound Heads
- ... Sound Service Companies

TICKET OFFICE

- ... Admission Signs
- ... Boxoffices
- ... Cash Control Systems
- ... Change Making Machines
- ... Coin Sorters
- ... Tickets
- ... Ticket Boxes
- ... Ticket Machines
- ... Ticket Registers
- ... Turnstiles

DRIVE-INS

- ... Admission Control Systems
- ... Attraction Lights
- ... Benches
- ... Directional Lights
- ... Dust Control Systems
- ... Fences
- ... Fireworks
- ... Floodlights
- ... Insect Controls
- ... Flares, Light
- ... Heater, In-Car
- ... Miniature Trains
- ... Paint
- ... Picnic Table
- ... Playground Equipment, Rides
- ... Pools, Swimming
- ... Post Lights
- ... Quarter Midget Racers
- ... Ramp Lights
- ... Screen Facing
- ... Screen Paint
- ... Screen Towers
- ... Seats, Walk-In Patron
- ... Speakers, In-Car
- ... Speaker Cords
- ... Speaker Cover
- ... Speaker Posts
- ... Speaker Repair
- ... Sweepers
- ... Underground Cable

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SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



OCTOBER 4, 1961 SECTION TWO VOL. 66, NO. 17

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope
DC—DeLuxe Color
EC—Eastman Color
MC—MetroColor
PV—Panavision
RE—Release
TC—Technicolor
TE—Technirama
TS—Totalscope
VV—VistaVision
C—Other color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6106 ANGEL BABY—MD-97m.—Salome Jens, George Hamilton, Mercedes McCambridge—4813 (5-3-61)—Excellent and dynamic film introduces new star
- 6109 ARMORED COMMAND—D-99m.—Howard Keel, Tina Louise—4845 (8-9-61)—Interesting war drama has angles
- 6108 BRAINWASHED—D-102m.—Curt Jurgens, Claire Bloom—4837 (7-12-61)—Good suspense entry for general situations, art spots—German-made; English dialogue.
- BRIDGE, THE—D-102m.—Fritz Wepper, Michael Hinz—4817 (5-17-61)—Good war film—German-made; English titles.
- 6009 CALTIKI, THE IMMORTAL MONSTER—MD-75m.—John Merivale, Didi Sullivan—4773 (12-7-60)—Science fiction for the dualers
- 6106 DAVID AND GOLIATH—SP-95m.—(EC; TotalScope)—Orson Welles, Ivo Payer—4817 (5-17-61)—Satisfactory biblical spectacle should prove saleable—Italian-made—dubbed in English.
- 6102 DONDI—CD-100 m.—David Kory, David Janssen, Patti Page—4845 (8-9-61)—Fair programmer
- 6016 HEROD THE GREAT—D-93m.—(EC; Totalscope)—Edmund Purdom, Sylvia Lopez—4773 (12-7-60)—Another Italian-made spectacle—Italian-made; dubbed in English
- 6014 HEROES DIE YOUNG—MD-76m.—Erika Peters, Scott Borland—4789 (2-8-61)—Lower half war meller
- 6107 KING OF THE ROARING 20's—MD-106m.—David Janssen, Dianne Foster—4817 (5-17-61)—Well made and enacted life of a notorious gambler.
- 6101 LOOK IN ANY WINDOW—D-87m.—Paul Anka, Ruth Roman, Alex Nicol—4785 (1-25-61)—Satisfactory programmer has exploitable angles
- 6103 OPERATION EICHMANN—MD-92m.—Werner Klemperer, Ruta Lee—4801 (3-22-61)—Highly exploitable melodrama
- 6008 PLUNDERERS, THE—W-94m.—Jeff Chandler, Dolores Hart—4765 (11-9-60)—Interesting western should appeal to action fans
- 6008 RAYMIE—D-73m.—David Ladd, Julie Adams, John Agar—4757 (10-12-60)—Programmer for family trade
- 6013 SERENGETI SHALL NOT DIE—DOC-84m.—(EC)—Produced by Michael Grzimek and Dr. Bernhard Grzimek—4789 (2-8-61)—Good documentary on Africa
- 6003 SEX KITTENS GO TO COLLEGE—C-94m.—Mamie Van Doren, Tuesday Weld, Marty Milner—4769 (11-23-60)—For the lower half
- 6010 TORMENTED—MD-75m.—Richard Carlson, Juli Reding—4773 (12-7-60)—For the lower half
- 6015 UNFAITHFULS, THE—83m.—Gina Lollobrigida, May Britt, Pierre Cressoy—4813 (5-3-61)—Unsavory tale of Italian society—Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

- May TIME BOMB—Curt Jurgens, Mylene Demongeot
- Aug. TWENTY PLUS TWO—David Janssen, Jeanne Crain, Dina Merrill
- Oct. TOO HOT TO HANDLE—(C)—Jayne Mansfield, Leo Gurney
- Dec. EL CID—(70m-C)—Charlton Heston, Sophia Loren (Road Show)
- Dec. GEORGE RAFT STORY, THE—Ray Danton, Jayne Mansfield, Barbara Nichols

COMING

- BIG WAVE, THE—Seisue Hayakawa—Japanese-Made
- BILLY BUDD—Robert Ryan, Peter Ustinov
- BLOODY BROOD—Barbara Lord, Jack Bett
- DAY OF THE TRIFFIDS, THE—(CS; C)—Howard Keel, Nicole Maurey
- HITLER—Richard Basehart, Maria Emo

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 608 ALAKAZAM THE GREAT—CAR. 84m.—(C; Matiscope)—Voices of Frankie Avalon, Dodie Stevens, Jonathan Winters—4841 (7-26-61)—Amusing and entertaining cartoon—Japanese-made; English dialogue
- 606 BEWARE OF CHILDREN—C-80m.—Leslie Phillips, Geraldine McEwan—4833 (6-28-61)—Fairly amusing import—English
- 602 BLACK SUNDAY—MD-84m.—Barbara Steele, John Richardson—4793 (2-22-61)—Satisfactory horror programmer—Italian-made—Dubbed in English
- 609 GOLIATH AND THE DRAGON—MD-90m.—(Colorscope)—Mark Forrest, Eleanora Ruffo—4777 (12-21-60)—Spectacle should do okay when actively sold—Italian-made; dubbed in English
- 601 HAND, THE—MD-61m.—Derek Bond, Reed De Rouen—4809 (4-19-61)—Gruesome programmer holds interest—England
- 604 HOUSE OF FRIGHT—D-80m.—(C)—Paul Massie, Dawn Addams—4829 (6-14-61)—Effective horror entry—English
- 608 JOURNEY TO THE LOST CITY—MD-95m.—(C)—Debra Paget, Paul Christian—4765 (11-9-60)—Exploitable spectacle for the program
- 603 KONGA—90m.—(EC)—Michael Gough, Margo Johns—4793 (2-22-61)—Okay science fiction programmer—English
- 607 MASTER OF THE WORLD—SFD-104m.—(Magna Color; Stereophonic Sound)—Vincent Price, Charles Bronson—4813 (5-3-61)—Well-made, interesting science fiction entry
- 609 PIT AND THE PENDULUM, THE—D-85m.—(C; CS)—Vincent Price, John Kerr, Barbara Steele—4845 (8-9-61)—Well-made horror drama
- 607 PORTRAIT OF A SINNER—D-96m.—Nadja Tiller, Tony Britton—4785 (1-25-61)—Adult love story should interest women in particular—English

TO BE REVIEWED

- GUNS OF THE BLACK WITCH—(CS; C)—Don Megowan, Silvana Pampanini
- JOURNEY TO THE 7th PLANET—(C)—John Agar, Greta Thyssen
- LOST BATTALION—Leopold Salcedo, Diane Jergens
- OPERATION CAMEL—Nora Hayden, Louis Renard

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

- Absent-Minded Professor, The A1 Misc.
Ada A3 MGM
Adventure, The For.
After Mein Kampf Misc.
Alakazam, The Great A1 A-I
Alamo A1 UA
All Hands On Deck A1 Fox
All Fall Down MGM
All In A Night's Work A3 Par.
Angel Baby B AA
Angry Silence, The A3 For.
Anna's Sin A3 Fro.
Armored Command A3 AA
Atlante, The Lost Continent A2 MGM
Atlas Misc.

PLEASE NOTE . . .

This yellow paper SERVISECTION is corrected, re-edited, and brought up to date every second week;— and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

• Bachelor In Paradise..... MGM
 • Bachelor Flat..... Fox
 • Back Street..... B U-I
 • Ballad Of A Soldier..... A2 For.
 • Battle At Bloody Beach..... A2 Fox
 • Belles And Ballets..... For.
 • Between Heaven And Hell—RE... Fox
 • Beware Of Children..... A2 A-I
 • Big Deal On Madonna Street, The A3 For.
 • Big Gamble, The..... A1 Fox
 • Big Wave, The..... AA
 • Big Show, The..... B Fox
 • Billy Budd..... AA
 • Blimbo The Great..... B WB
 • Bird Man Of Alcatraz, The..... UA
 • Black Sunday..... A2 A-I
 • Blast Of Silence..... A3 U-I
 • Blood and Roses..... B Par.
 • Bloody Brood..... AA
 • Blue Hawaii..... Par.
 • Blueprint For Robbery..... A2 Par.
 • Born Yesterday—RE..... B Col.
 • Boy Who Caught A Crook..... A1 UA
 • Brainwashed..... A2 AA
 • Breakfast At Tiffany's..... A3 Par.
 • Breath of Scandal, A..... B Par.
 • Breathless..... C For.
 • Bridge, The..... A2 AA
 • Bridge To The Sun..... A2 MGM
 • Buffalo Gun..... Misc.
 • Butterfield 8..... B MGM
 • By Love Possessed..... A3 UA

C

• Caltiki, The Immortal Monster... AA
 • Canadians, The..... A2 Fox
 • Cape Fear..... U-I
 • Career Girls On A Naked Holiday. Misc.
 • Carthage In Flames..... B Col.
 • Cat Burglar, The..... A2 UA
 • Cheaters, The..... For.
 • Children's Hour, The..... UA
 • Cimarron..... A1 MGM
 • Cinderella..... A1 Par.
 • Circle Of Deception..... SP Fox
 • Claudelle Inglish..... A3 WB
 • Cleopatra..... Fox
 • Code Of Silence..... Misc.
 • Colossus Of Rhodes, The..... MGM
 • Come Dance With Me..... C For.
 • Come September..... A3 U-I
 • Comancheros, The..... Fox
 • Confess, Dr. Corda..... For.
 • Congo Vivo..... Col.
 • Cool Wind In August, A..... C Misc.
 • Couch, The..... A3 WB
 • Counterfeit Traitor, The..... Par.
 • Cow And I, The..... A2 For.
 • Crowning Experience, The..... SP Misc.
 • Cry Freedom..... For.
 • Cry For Happy..... B Col.
 • Curse Of The Werewolf..... B U-I

D

• David and Goliath..... A1 AA
 • Day Of The Triffids, The..... AA
 • Days Of Thrills And Laughter... A1 Fox
 • Dead One, The..... Misc.
 • Dead To The World..... UA
 • Deadly Companions, The..... A2 Misc.
 • Desert Attack..... A1 Fox
 • Devil At 4 O'clock, The..... A2 Col.
 • Devil's Commandment, The..... For.
 • Dog, A Mouse and A Sputnik, A. For.
 • Dondi..... A1 AA
 • Don Quixote—USSR..... A2 MGM
 • Double Bunk..... For.
 • Double Trouble..... Fox
 • Dr. Blood's Coffin..... A2 UA

E

• Elephant Walk—RE..... A2 Par.
 • El Cid..... AA
 • Enemy Below—RE..... Fox
 • Entertainer, The..... B For.
 • Errand Boy, The..... Par.
 • Escape From Terror..... Misc.
 • Escape From Zahrain..... Par.
 • Esther And The King..... B Fox
 • Everything's Ducky..... A1 Col.
 • Exodus..... A3 UA
 • Experiment In Terror..... Col.
 • Explosive Generation, The..... B UA

F

• Fabulous World of Jules Verne... A1 WB
 • Facts Of Life, The..... A3 UA

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

531 BORN YESTERDAY—C-103m.—Judy Holliday, Broderick Crawford—4797 (3-8-61)—Highly entertaining adult comedy reissue—
 Reissue
 528 CARTHAGE IN FLAMES—MD-95m.—(TC; TE)—Anne Heywood, Jose Suarez—4785 (1-25-61)—Historical spectacle for the pro-
 gram—Dubbed in English—italian-made
 529 CRY FOR HAPPY—C-110m.—(CS; EC)—Glenn Ford, Donald O'Connor, Miiko Taka—4785 (1-25-61)—High rating, laugh-loaded
 comedy has names and angles
 DEVIL AT FOUR O'CLOCK, THE—D-126m.—(EC)—Spencer Tracy, Frank Sinatra, Barbara Luna—4869 (9-27-61)—Well-made
 drama has many angles
 539 FIVE GOLDEN HOURS—C-90m.—Ernie Kovacs, Cyd Charisse—4818 (5-17-61)—Funny idea misses big laughs—Made in England
 601 GIDGET GOES HAWAIIAN—C-102m.—(EC)—James Darren, Deborah Walley—4825 (5-31-61)—Cute entry for the program
 603 GUNS OF NAVARONE, THE—157m.—(EC; CS)—Gregory Peck, Gia Scala—4825 (5-31-61)—High rating adventure yarn—Filmed
 Abroad
 523 HAND IN HAND—D-75m.—Loretta Parry, Philip Needs, John Gregson—4777 (12-21-60)—Interesting drama for the program—
 English
 516 HELL IS A CITY—MD-96m.—(HammerScope)—Stanley Baker, John Crawford—4761 (10-26-60)—Good cops 'n' robbers thriller for
 the program—England
 540 HOMICIDAL—MD-87m.—Glenn Corbett, Patricia Breslin—4833 (6-28-61)—Grisly horror item with Castle gimmick
 519 JAZZ BOAT—CMU-90m.—(CS)—Anthony Newley, Anne Aubrey—4769 (11-23-60)—For the program—English
 608 LOSS OF INNOCENCE—D-99m.—(EC)—Kenneth More, Danielle Darrieux—4845 (8-9-61)—Interesting adult drama—English
 534 MAD DOG COLL—MD-86m.—John Chandler, Brooke Hayward—4818 (5-17-61)—Gangster entry for the program
 538 MEIN KAMPF—DOC.-121m.—Compilation of German war films—4809 (4-19-61)—Chilling documentary is grimly fascinating
 541 MOST DANGEROUS MAN ALIVE—MD-82m.—Ron Randell, Debra Paget—4833 (6-28-61)—For lower half
 527 PASSPORT TO CHINA—MD-75m.—Richard Basehart, Alan Gifford—4797 (3-8-61)—For the lower half
 520 PEPE—C-157m.—(Panavision-CS-TC)—Cantinflas, Dan Dailey, Shirley Jones—4781 (1-11-61)—Highly entertaining
 536R PICNIC—CD-115m.—(CS; TC)—William Holden, Rosalind Russell—4818 (5-17-61)—High rating entry—Reissue
 518 PLEASE TURN OVER—C-86m.—Ted Ray, Jean Kent—4757 (10-12-60)—Plenty of laughs in cute comedy—England
 533 RAISIN IN THE SUN, A—D-128m.—Sidney Poitier, Claudla McNeil—4805 (4-5-61)—Film based on hit play rates high
 605 SCREAM OF FEAR—MD-81m.—Susan Strasberg, Ronald Lewis—Good suspense entry—4846 (8-9-61)—English
 532R SOLID GOLD CADILLAC, THE—C-99m.—Judy Holliday, Paul Douglas—4797 (3-8-61)—High rating comedy reissue—Reissue
 535 STOP ME BEFORE I KILL—D-108m.—Claude Dauphin, Kaine Cilento—4829 (6-14-61)—Interesting drama—English made
 514 SURPRISE PACKAGE—C-100m.—Yul Brynner, Mitzl Gaynor—4757 (10-12-60)—Entertaining comedy
 522 SWORD OF SHERWOOD FOREST—MD-80m.—(EC; Megascope)—Richard Greene, Sarah Branch—4786 (1-25-61)—Robin
 Hood rides again—English
 530 TERROR OF THE TONGS—MD-80m.—(EC)—Geoffrey Toone, Yvonne Monlaur—4801 (3-22-61)—Horror import for the program—
 English-made
 517 THREE WORLDS OF GULLIVER, THE—100m.—(Superdynamation; EC)—Kerwin Mathews, Jo Morrow—4773 (12-7-60)—
 Enjoyable fantasy loaded with youth appeal
 602 TWO RODE TOGETHER—D-109m.—(EC)—James Stewart, Shirley Jones—4833 (6-28-61)—Off-beat adventure yarn has good sell-
 ing angles
 537R TWINKLE AND SHINE (It Happened To Jane)—C-98m.—(EC)—Doris Day, Jack Lemmon—4818 (5-17-61)—Highly entertaining
 comedy—Reissue
 525 UNDERWORLD, U. S. A.—MD-99m.—Cliff Robertson, Dolores Dorn—4793 (2-22-61)—Good crime meller for the program
 521 WACKIEST SHIP IN THE ARMY, THE—C-99m.—(CS; EC)—Jack Lemmon, Ricky Nelson—4774 (12-7-60)—Amusing service
 comedy
 524 WARRIOR EMPRESS, THE—D-97m.—(EC; CS)—Kerwin Mathews, Tina Louise—4829 (6-14-61)—Spectacle and sex from Italy—
 Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Oct. TRUNK, THE—Phil Carey, Julia Arnall
 Oct. WEEKEND WITH LULU—Leslie Phillips, Robert Monkhouse
 Nov. EVERYTHING'S DUCKY—Mickey Rooney, Buddy Hackett
 Nov. QUEEN OF THE PIRATES—Gianna Maria Canale—Super Cinescope—Italian made
 Nov. SARDONICUS—Oscar Homolka, Guy Rolfe
 Nov. VALLEY OF THE DRAGONS—Sean McClory
 Dec. MYSTERIOUS ISLAND—(Super-Dynamation; C)—Michael Craig, Joan Greenwood

COMING

CONGO VIVO—Jean Seberg, Bachir Toure
 EXPERIMENT IN TERROR—Glenn Ford, Lee Remick
 FIVE FINGER EXERCISE—Rosalind Russell, Jack Hawkins, Annette German
 FURY OF THE BARBARIANS—(C)—Edmund Purdom
 HELLIONS—Richard Todd, Anne Aubrey
 LAWRENCE OF ARABIA—(Panavision, EC)—Alec Guinness, Anthony Quinn
 MUTINEERS, THE—(CS; C)—Dirk Bogarde, Alec Guinness, Anthony Quayle
 NOTORIOUS LANDLADY, THE—Kim Novak, Jack Lemmon, Fred Astaire
 PLAY IT COOL—Anthony Newley, Anne Aubrey
 3 STOOGES MEET HERCULES, THE—3 Stooges, Marlon and Mike McKever
 UNDERWATER CITY, THE—(Fantascope; C)—William Lundigan, Julie Adams

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

124 ADA—D-108m.—(CS; MC)—Susan Hayward, Dean Martin—4841 (7-26-61)—Interesting drama on Southern people and politics
 113 ATLANTIS, THE LOST CONTINENT—D-90m.—(MC)—Anthony Hall, Joyce Taylor—4809 (4-19-61)—Good science fiction entry
 202 BRIDGE TO THE SUN—D-113m.—Carroll Baker, James Shigeta—4849 (8-23-61)—Drama of mixed marriage during war
 106 BUTTERFIELD 8—D-109m.—(CS; MC)—Elizabeth Taylor, Laurence Harvey—4761 (10-26-60)—Absorbing drama for adults seems
 headed for better business
 108 CIMARRON—WSP—147m.—(CS; MC)—Glenn Ford, Maria Schell, Anne Baxter—4774 (12-7-60)—Highly entertaining entry
 DON QUIXOTE—D-106m.—(C)—Nikolai Cherkassov—4793 (2-22-61)—Well-made filmization of literary classic—U. S.—USSR
 Cultural exchange film
 114 GONE WITH THE WIND—D-222m.—(TC)—Clark Gable, Olivia de Havilland—4805 (4-5-61)—Excellent—Reissue
 111 GO NAKED IN THE WORLD—D-103m.—(CS; MC)—Gina Lollobrigida, Anthony Franciosa—4786 (1-25-61)—Filmization of novel
 on life and love of a prostitute for adult audiences
 105 GORGO—MD-78m.—(TC)—Bill Travers, William Sylvester—4786 (1-25-61)—Science fiction entry has angles—England
 116 GREEN HELMET, THE—MD-88m.—Bill Travers, Nancy Walters—4837 (7-12-61)—Okay auto racing programmer—English
 122 HONEYMOON MACHINE, THE—C-100m.—(CS; MC)—Steve McQueen, Brigid Bazlen—4837 (7-12-61)—Very funny comedy
 203 INVASION QUARTET—C-87m.—(MS)—Bill Travers, Spike Milligan—4865 (9-13-61)—Fair comedy for lower half—English
 107 MAGIC BOY—CAR-75m.—(Magicolor)—Toei Production—4846 (8-9-61)—Colorful Japanese cartoon should appeal to youngsters—
 English dialogue
 120 MORGAN THE PIRATE—MD-95m.—(CS; EC)—Steve Reeves, Valerie Legrange—4829 (6-14-61)—Very good actionful, slam-bang
 swashbuckler—Made in Italy
 119 RING OF FIRE—MD-91m.—(MC)—David Janssen, Joyce Taylor—4818 (5-17-61)—Good program meller
 115 SECRET PARTNER, THE—MD-91m.—Stewart Granger, Haya Harareet—4797 (3-8-61)—Good mystery—English
 123 THIEF OF BAGHDAD—FAN-90m.—(CS; EC)—Steve Reeves, Georgia Moll—4837 (7-12-61)—Arabian Nights action fantasy for
 kids and young in heart—Italian made; dubbed in English
 121 SECRET OF MONTE CRISTO, THE—MD-80m.—(EC; Dyaliscope)—Rory Calhoun, Patricia Bredin—4846 (8-9-61)—Swash-
 buckler for the program—Italian
 200 THUNDER OF DRUMS, A—D-97m.—(CS; MC)—Richard Boone, George Hamilton, Luana Patten—4865 (9-13-61)—Interesting
 outdoor action drama
 117 TWO LOVES—D-100m.—(C; CS)—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help
 109 VILLAGE OF THE DAMNED—MD-78m.—George Sanders, Barbara Shelley—4761 (10-26-60)—Good science fiction entry—England
 110 WHERE THE BOYS ARE—C-99m.—(CS; MC)—Dolores Hart, George Hamilton—4774 (12-7-60)—Highly entertaining entry about
 today's college youngsters
 104 WHERE THE HOT WIND BLOWS—D-120m.—Gina Lollobrigida, Pierre Brasseur—4757 (10-12-60)—Strong sell, names will boost
 satisfactory import—French-Italian made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Oct. KING OF KINGS—(TECH. 70; TC)—Jeff Hunter, Slobhan McKenna
 Nov. COLOSSUS OF RHODES, THE—(CS; C)—Rory Calhoun, Lea Massari
 Dec. BACHELOR IN PARADISE—(CS; MC)—Bob Hope, Lana Turner
 Dec. WONDERS OF ALADDIN—(C-Ultra-Panavision)—Donald O'Connor, Noelle Adam

COMING

ALL FALL DOWN—Eva Marie Saint, Warren Beatty
FOUR HORSEMEN OF THE APOCALYPSE—(CS; C)—Glenn Ford, Ingrid Thulin
HORIZONTAL LIEUTENANT, THE—Jim Hutton, Paula Prentiss
HOW THE WEST WAS WON—(Cinemas)—James Stewart, Debbie Reynolds, Gregory Peck, John Wayne
I THANK A FOOL—(CS; C)—Susan Hayward, Peter Finch
JUMBO—Doris Day, Stephen Boyd
LADY L—(CS; C)—Tony Curtis, Gina Lollobrigida
LIGHT IN THE PIAZZA, THE—(MC; CS)—Olivia DeHavilland, Rossano Brazzi
MURDER, SHE SAID—Margaret Rutherford, Arthur Kennedy
MUTINY ON THE BOUNTY—(Ultra-Panavision, C)—Marlon Brando, Trevor Howard
SWEET BIRD OF YOUTH—(CS; MC)—Paul Newman, Geraldine Page
SWORDSMAN OF SIENNA—Stewart Granger, Silva Coscimo
TARTARS THE—(CS; C)—Victor Mature, Orson Welles
TWO WEEKS IN ANOTHER TOWN—Kirk Douglas, Edward C. Robinson
VERY PRIVATE AFFAIR, A—(MC)—Brigitte Bardot, Marcello Mastroianni
WONDERFUL WORLD OF THE BROTHERS GRIMM, THE—(CR)—Laurence Harvey, Claire Bloom

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6010 **ALL IN A NIGHT'S WORK**—C-94m.—(TC)—Dean Martin, Shirley MacLaine—4805 (4-5-61)—Amusing, lightweight comedy
 6101 **BLOOD AND ROSES**—MD-74m.—(TR-TC)—Mel Ferrer, Elsa Martinelli, Annette Vadim—4865 (9-13-61)—Arty vampire meller—Italian-made
 6009 **BLUEPRINT FOR ROBBERY**—MD-88m.—J. Pat O'Malley, Jay Barney—4786 (1-25-61)—Crime meller for the program
 6008 **BREATH OF SCANDAL, A**—C-98m.—(TC)—Sophia Loren, John Gavin, Maurice Chevalier—4761 (10-26-60)—Fair comedy has angles, names
 6007 **CINDERFELLA**—C-91m.—(TC)—Jerry Lewis, Anna Maria Alberghetti—4769 (11-23-60)—Fair Jerry Lewis entry should please his fans
 R6011 **ELEPHANT WALK**—D-103m.—(TC)—Elizabeth Taylor, Dana Andrews—4781 (1-11-61)—Reissue deserves plenty of attention—Reissue
 6013 **FOXHOLE IN CAIRO**—MD-79m.—James Robertson Justice, Adrian Hoven—4787 (1-25-61)—Good war programmer
 6005 **G. I. BLUES**—C-104m.—(TC)—Elvis Presley, Juliet Prowse—4762 (10-26-60)—Presley returns to faithful fans
 6015 **LADIES MAN, THE**—C-96m.—(TC)—Jerry Lewis, Helen Traubel—4830 (6-14-61)—Good Jerry Lewis entry
 6018 **LOVE IN A GOLDFISH BOWL**—C-88m.—(TC)—Tommy Sands, Fabian, Jan Sterling—4830 (6-14-61)—Okay comedy with special angles for the teens
 6102 **MAN-TRAP**—MD-93m.—(Panavision)—Jeffrey Hunter, Stella Stevens—4865 (9-13-61)—Unpleasant meller for program
 R6012 **NAKED JUNGLE, THE**—MD-95m.—(TC)—Eleanor Parker, Charlton Heston—4781 (1-11-61)—Tense reissue with many selling angles—Reissue
 6016 **ON THE DOUBLE**—C-92m.—(TC; Panavision)—Danny Kaye, Dana Wynter—4819 (5-17-61)—Very funny Danny Kaye vehicle
 6014 **ONE-EYED JACKS**—W-141m.—(TC)—Marlon Brando, Katy Jurado—4801 (3-22-61)—Impressive western with great potential
 6017 **PLEASURE OF HIS COMPANY, THE**—C-114m.—(TC)—Fred Astaire, Debbie Reynolds—4819 (5-17-61)—Cute, entertaining
 6004 **SAVAGE INNOCENTS, THE**—D-110m.—(Technirama; TC)—Anthony Quinn, Yoko Tani—4758 (10-12-60)—Excellent educational subject with brilliant photography
 R6104 **WHITE CHRISTMAS**—CMU-120m.—(TC)—Bing Crosby, Danny Kaye, Rosemary Clooney—4866 (9-13-61)—Should account for high grosses—Reissue
 6008 **WORLD OF SUZIE WONG, THE**—D-129m.—(TC)—William Holden, Nancy Kwan—4765 (11-9-60)—High rating, colorful screen version of hit book and play

COMING FEATURES IN ORDER OF RELEASE

Oct. **BREAKFAST AT TIFFANY'S**—(TC)—Audrey Hepburn, George Peppard
 Nov. **BLUE HAWAII**—(TC; Panavision)—Elvis Presley, Joan Blackman
 Dec. **ERRAND BOY, THE**—Jerry Lewis
 Dec. **SUMMER AND SMOKE**—(TC)—Laurence Harvey, Geraldine Page

COMING

COUNTERFEIT TRAITOR—(TC)—William Holden, Lilli Palmer
HATARI—(TC)—John Wayne, Red Buttons
IRON MEN, THE—Sidney Poitier, Claudia Cardinale
MAN WHO SHOT LIBERTY VALANCE, THE—James Stewart, John Wayne, Vera Miles
MY GEISHA—(TC; Technirama)—Shirley MacLaine, Yves Montand
ESCAPE FROM ZAHRAIN—(TC; Panavision)—Yul Brynner, Sal Mineo
GIRL NAMED TAMIKO, A—(TC; Panavision)—Laurence Harvey, France Nuyen
HELL IS FOR HEROES—Bobby Darin, Bob Newhart, Fess Parker
TOO LATE BLUES—Bobby Darin, Stella Stevens
WHO'S GOT THE ACTION—(TC)—Dean Martin, Lana Turner

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

112 **ALL HANDS ON DECK**—C-98m.—(CS; DC)—Pat Boone, Buddy Hackett, Barbara Eden—4809 (4-19-61)—Light-weight entertainment
 128 **BATTLE AT BLOODY BEACH**—MD-83m.—(CS)—Audie Murphy, Dolores Michaels—4838 (7-12-61)—Okay war programmer
 109 **BETWEEN HEAVEN AND HELL**—MD-94m.—(CS; DC)—Robert Wagner, Terry Moore, Broderick Crawford—4869 (9-27-61)—Interesting war entry—Reissue
BIG GAMBLE, THE—CD-100m.—(CS; DC)—Stephen Boyd, Juliette Greco, David Wayne—4849 (8-23-61)—Interesting adventure comedy
 120 **BIG SHOW, THE**—D-113m.—(CS; DC)—Esther Williams, Cliff Robertson—4819 (5-17-61)—Good entry for program—Filmed abroad
 105 **CANADIANS, THE**—MD-85m.—(CS; DC)—Robert Ryan, John Dehner—4802 (3-22-61)—Tale of early Canada for the program
 111 **CIRCLE OF DECEPTION**—MD-100m.—(CS)—Bradford Dillman, Suzy Parker—4787 (1-25-61)—Good counter intelligence war meller for the program
 114 **DAYS OF THRILLS AND LAUGHTER**—COMP-93m.—Produced and written by Robert Youngson—4802 (3-22-61)—Novelty for certain spots
 053 **DESERT ATTACK**—MD-76m.—John Mills, Sylvia Syms—4789 (2-8-61)—Okay English war meller for the program—England
 108 **ENEMY BELOW, THE**—MD-98m.—(CS; DC)—Robert Mitchum, Curt Jurgens, Al Hedison—4869 (9-27-61)—Absorbing, suspenseful submarine war meller—Reissue
 057 **ESTHER AND THE KING**—D-109m.—(CS; DC)—Joan Collins, Richard Egan—4769 (11-23-60)—Interesting costume drama
 110 **FERRY TO HONG KONG**—MD-103m.—(CS; DC)—Curt Jurgens, Orson Welles, Sylvia Syms—4789 (2-8-61)—Colorful, well-acted meller
 120 **FIERCEST HEART, THE**—MD-91m.—(CS; DC)—Stuart Whitman, Juliet Prowse—4805 (4-5-61)—Programmer has new names to sell
 056 **FLAMING STAR**—101m.—(CS; DC)—Elvis Presley, Barbara Eden—4781 (1-11-61)—Good action entry has Presley draw
 132 **FRANCIS OF ASSISI**—D-105m.—(CS; DC)—Bradford Dillman, Dolores Hart—4838 (7-12-61)—Effective and highly interesting religious drama
 122 **FROGMEN, THE**—MD-96m.—Richard Widmark, Dana Andrews—4869 (9-27-61)—War thriller should ride into the better money—Reissue
 039 **GODDESS OF LOVE, THE**—MD-68m.—(CS; DC)—Belinda Lee, Jacques Sernas—4765 (11-9-60)—Mediocre fare for the duallers—(English dialogue; made in Italy)
 106 **HOUSE OF BAMBOO**—MD-102m.—(CS; DC)—Robert Ryan, Robert Stack, Shirley Yamaguchi—4869 (9-27-61)—Highly interesting meller—Reissue
HUSTLER, THE—D-135m.—(CS)—Paul Newman, Jackie Gleason, Piper Laurie—4869 (9-27-61)—Good off-beat drama about off-beat people
 037 **LEGIONS OF THE NILE**—MD-91m.—(CS; DC)—Linda Cristal, Ettore Manni—4766 (11-9-60)—Acceptable for the program—(Dubbed in English; made in Italy)
 102 **LITTLE SHEPHERD OF KINGDOM COME, THE**—108m.—(CS; DC)—Jimmie Rodgers, Luana Patten—4782 (1-11-61)—Entertaining, heart-warming family story
 113 **LONG ROPE, THE**—W-61m.—(CS)—Hugh Marlowe, Lisa Montell—4790 (2-8-61)—Program western
MARINES, LET'S GO—C-104m.—(CS; DC)—Tom Tyron, David Hedison, Linda Hutchins—4846 (8-9-61)—Mediocre war comedy
 101 **MARRIAGE-GO-ROUND, THE**—C-98m.—(CS; DC)—Susan Hayward, James Mason, Julie Newmar—4774 (12-7-60)—Cute and amusing man's comedy
 131 **MISTY**—D-92m.—(CS; DC)—David Ladd, Pam Smith, Phantom, the horse—4834 (6-28-61)—Good entry for family trade and youngsters
 104 **MILLIONAIRESS, THE**—C-90m.—(CS; DC)—Sophia Loren, Peter Sellers, Alastair Sim—4787 (1-25-61)—Success depends on name power
 051 **NORTH TO ALASKA**—C-122m.—(CS; DC)—John Wayne, Capucine, Fabian—4766 (11-9-60)—Comedy has angles
 121 **RACERS, THE**—MD-112m.—(CS; DC)—Kirk Douglas, Bella Darvi—4846 (8-9-61)—Entertaining auto racing entry—Reissue
 126 **RETURN TO PEYTON PLACE**—D-122m.—(CS; DC)—Carol Lynley, Jeff Chandler, Eleanor Parker—4814 (5-3-61)—Sequel should prove popular
 127 **RIGHT APPROACH, THE**—CD-92m.—(CS)—Frankie Vaughan, Martha Hyer—4814 (5-3-61)—Modern youth opus misses
 115 **SANCTUARY**—D-90m.—(CS)—Lee Remick, Yves Montand—4794 (2-22-61)—Off-beat look at life and love in the south
 047 **SECRET OF THE PURPLE REEF, THE**—MD-80m.—(CS; DC)—Jeff Richards, Margia Dean—4762 (10-26-60)—Average programmer

Fanny..... A2 WB
Fast Set, The..... For.
Fate Of A Man..... A3 For.
Ferry to Hong Kong..... A2 Fox
Fever In The Blood, A..... A3 WB
Fiercest Heart, The..... A2 Fox
Five Finger Exercise..... Col.
Five Golden Hours..... A3 Col.
Five Guns To Tombstone..... A1 UA
Flaming Star..... A1 Fox
Flight That Disappeared..... UA
Flower Drum Song..... U-I
Follow A Star..... For.
For Members Only..... For.
Four Horsemen Of The Apocalypse..... MGM
Foxhole In Cairo..... B Par.
Frantic..... A2 For.
French Mistress, A..... A3 For.
Freud..... U-I
Francis of Assisi..... A1 Fox
Frogmen, The—RE..... Fox
Frontier Uprising..... A1 UA
Fury Of The Barbarians..... Col.

G

Gambler Wore A Gun, The..... A1 UA
General Della Rovere..... A2 For.
George Raft Story, The..... AA
Gerónimo..... UA
Gidget Goes Hawaiian..... A2 Col.
G. I. Blues..... B Par.
Girl Named Tamiko, A..... Par.
Girl In Room 13..... B Misc.
Girl On The Boat, The..... UA
Girl With A Suitcase..... For.
Girl Of The Night..... SP WB
Go Naked In The World..... B MGM
Goddess Of Love, The..... B Fox
Gold Of The Seven Saints..... A2 WB
Gollath and the Dragon..... A2 A-I
Gone With The Wind—RE..... B MGM
Good Girls Beware..... For.
Goodbye Again..... B UA
Gorgo..... A1 MGM
Grass Is Greener, The..... A3 U-I
Great Imposter, The..... A2 U-I
Great War, The..... A3 For.
Green Helmet, The..... A1 MGM
Greyfriars Bobby..... Misc.
Guns Of The Black Witch..... A-I
Gun Fight..... A1 UA
Guns Of The Navarone, The..... A1 Col.

H

Hand, The..... A2 A-I
Hand In Hand..... A1 Col.
Hatari..... Par.
Heaven On Earth..... A1 For.
Hell Is A City..... A3 Col.
Hell Is For Heroes..... Par.
Hellions..... Col.
Herod, The Great..... B AA
Heroes Die Young..... A3 AA
Hideous Sun Demon, The..... Misc.
Hippodrome..... For.
Hitler..... AA
Home Is The Hero..... A2 For.
Homicidal..... A2 Col.
Honeymoon Machine..... A1 MGM
Hoodlum Priest, The..... A2 UA
Horizontal Lieutenant, The..... MGM
Horse With The Flying Tail, The..... Misc.
House Of Bamboo, The—RE..... Fox
House Of Fright..... B A-I
House Of Women..... WB
How The West Was Won..... MGM
Hustler, The..... A3 Fox

I

I Thank A Fool..... MGM
Innocents, The..... Fox
Inspector, The..... Fox
Invasion Quartet..... A1 MGM
Iron Men, The..... Par.
It Happened In Broad Daylight..... For.
It Happened In Athens..... Fox

J

Jazz Boat... B Col.
Joker, The... B For.
Journey To The Lost City... A2 A-1
Journey To The Seventh Planet... A-1
Jumbo... MGM

K

King Of Kings, The... SP MGM
King Of The Roaring '20's... A3 AA
Konga... A2 A-1

L

Lad: A Dog... WB
Ladies' Man... A1 Par.
La Dolce Vita... SP For.
Lady L... MGM
Land We Love, The... UA
Lost Hero, The... U-1
Last Sunset, The... B U-1
Last Time I Saw Archie, The... A2 UA
Last Woman On Earth, The... Misc.
Lawless Breed, The-RE... U-1
Lawrence Of Arabia... Col.
League Of Gentlemen, The... A3 For.
Leda... B For.
Left, Right and Center... A1 For.
Legions Of The Nile... B For.
Light In The Piazza, The... MGM
Lion Of Sparta... Fox
Little Angel... A1 For.
Little Shepherd of Kingdom...
Come, The... A1 Fox
Little Shop Of Horrors, The... Misc.
Long Race, The... A2 Fox
Long And The Short And The Tall, The... For.
Longest Day, The... Fox
Look In Any Window... B AA
Loss Of Innocence... A3 Col.
Lost Battalion, The... A-1
Love And The Frenchwoman... B For.
Love In A Goldfish Bowl... B Par.
Love Game, The... C For.
Lover Come Back... U-1
Loves Of Salammbro, The... Fox

M

Ma Barker's Killer Brood... Misc.
Mad Dog Coll... B Col.
Madison Avenue... Fox
Magdalena... C For.
Magic Boy, The... A1 MGM
Magnificent Seven, The... A2 UA
Majority Of One, A... WB
Make Mine Milk... A3 For.
Man In The Moon... A2 For.
Man-Trap... B Par.
Man Who Shot Liberty Valance, The... Par.
Man Who Wagged His Tail, The... For.
Marie Octobre... A2 For.
Marriage-Go-Round... B Fox
Marines Lets Go... B Fox
Mary Had A Little... B UA
Mask, The... WB
Master of the World... A1 A-1
Matter Of Morals, A... B UA
Mein Kampf... A2 Col.
Merrill's Marauders... WB
Midnight Face... A2 U-1
Midnight Story, The-RE... U-1
Mighty Crusaders, The... A1 For.
Millionaire, The... B Fox
Minotaur, The... B UA
Miracle Of Our Lady Of Fatima, The-RE... WB
Misfits, The... B UA
Misty... A1 Fox
Modigliani Of Montparnasse... For.
Monster Of The Pledras Blancas, The... Misc.
Morale Squad... Misc.
Morgan The Pirate... B MGM
Most Dangerous Man Alive, The... B Col.
Music Man, The... W
Murder, She Said... MGM
Mutineers, The... Col.
Mutiny On The Bounty... MGM
My Gals... Par.
Mysterious Island... A1 Col.

N

Naked Edge, The... A2 UA
Naked Jungle, The-RE... A2 Par.
Natchez Trace... Misc.
Neapolitan Carousel... For.
Never On Sunday... C For.
Nikki, Wild Dog Of The North... A1 Misc.
Ninth Circle, The... For.
North To Alaska... A3 For.
Not Tonight, Henry... Misc.
Notorious Landlady... Col.

O

Okefenokee... Misc.
Oldest Confession, The... AU
Ole Rex... A1 U-1
On The Double... A1 Par.

044 SQUAD CAR—MD-61m.—Vici Raaf, Paul Bryar—4787 (1-25-61)—For the lower half
025 SEPTEMBER STORM—MD-99m.—(Stereovision; CS; DC)—Joanne Dru, Mark Stevens—4758 (10-12-60)—Entertaining entry in 3-D process
116 SNIPER'S RIDGE—MD-61m.—(CS)—Jack Gling, Stanley Clements—4790 (2-8-61)—Fair war programmer
130 SNOW WHITE AND THE THREE STOOGES—C-107m.—(CS; DC)—Carol Heiss, 3 Stooges—4825 (5-31-61)—Attractive entry for families and children in particular
107 STOPOVER TOKYO—MD-100m.—(CS; DC)—Robert Wagner, Joan Collins, Edmond O'Brien—4869 (9-27-61)—Fairly interesting meller—Reissue
050 TESS OF THE STORM COUNTRY—D-84m.—(CS; DC)—Diane Baker, Jack Gling—4790 (2-8-61)—Interesting version of classic made; dubbed in English
117 TRAPP FAMILY, THE—D-106m.—(DC)—Ruth Leuwerik, Hans Holt—4797 (3-8-61)—Family yarn good for the program—German
125 UPSTAIRS AND DOWNSTAIRS—C-100m.—(DC)—Mylene Demongeot, Michael Craig—4777 (12-21-60)—Cute comedy—English
133 VOYAGE TO THE BOTTOM OF THE SEA—MD-107m.—(CS; DC)—Walter Pidgeon, Joan Fontaine—4834 (6-28-61)—Moder day science fiction should do okay
042 WALK TALL—W-60m.—(CS; DC)—Willard Parker, Joyce Meadows—4762 (10-26-60)—Lower half filler
129 WILD IN THE COUNTRY—D-114m.—(CS; DC)—Elvis Presley, Hope Lange—4830 (6-14-61)—Well-made dramatic story has [rew-ley for draw
054 WIZARD OF BAGHDAD, THE—C-93m.—(CS; DC)—Dich Shawn, Diane Baker—4777 (12-21-60)—Amusing programmer

COMING FEATURES IN ORDER OF RELEASE

Oct. SECOND TIME AROUND, THE—(CS; DC)—Debbie Reynolds, Andy Griffith
Oct. SEVEN WOMEN FROM HELL—(CS)—Patricia Owens, Cesar Romero
Oct. PIRATES OF TORTUGA—(CS; DC)—Ken Scott, Leticia Roman
Nov. COMMANCHEROS, THE—(C; CS)—John Wayne, Ina Balin, Stuart Whitman
Nov. PURPLE HILLS—(C)—Gene Nelson, Joanna Barnes

COMING

BACHELOR FLAT—(C; CS)—Celeste Holm, Tuesday Weld
CLEOPATRA—(Todd-AO; C)—Elizabeth Taylor, Richard Burton, Rex Harrison
DOUBLE TROUBLE—(CS; DC)—Tommy Noonan, Pete Marshall
INSPECTOR, THE—(CS; DC)—Stephen Boyd, Dolores Hart
IT HAPPENED IN ATHENS—(CS; C)—Jayne Mansfield, Nico Minardos
LION OF SPARTA—(CS; C)—Richard Egan, Diane Baker
LONGEST DAY, THE—(CS; DC)—William Holden, Richard Todd, Peter Lawford
LOVES OF SALAMMBO, THE—(DC)—Jeanne Valérie, Jacques Sernas
MADISON AVENUE—(CS)—Dana Andrews, Eleanor Parker
QUEEN'S GUARD, THE—(CS; DC)—Raymond Massey, Robert Stevens—England
SATAN NEVER SLEEPS—(CS; C)—William Holden, France Nuyen, Clifton Webb
SILENT CALL, THE—Roger Mobley, Pete, The Dog.
STATE FAIR—(CS; DC)—Pat Boone, Alice Faye, Bobby Darin
SWINGING ALONG—(CS; DC)—Tommy Noonan, Pete Marshall
20,000 EYES—Gene Nelson, Merry Anders, James Brown
TENDER IS THE NIGHT—(CS; DC)—Jennifer Jones, Jason Robards, Jr., Joan Fontaine
TWO LITTLE BEARS—(CS)—Brenda Lee, Eddie Albert

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6028 ALAMO, THE—D-161m.—(Todd-AC; TC)—John Wayne, Linda Cristal—4762 (10-26-60)—High rating, powerful historical drama —Batjao
6119 BY LOVE POSSESSED—D-115m.—(DC)—Lana Turner, Efram Zimbalist, Jr.—4830 (6-14-61)—High rating drama has marquee power—Mirisch
6111 DOCTOR BLOOD'S COFFIN—D-92m.—(C)—Kiernon Moore, Hazel Court—4834 (6-28-61)—Horror drama for program—English —Caralan
6101 EXODUS—MD-213m.—(Super Panavision 70; TC)—Paul Newman, Eva Marie Saint—4778 (12-21-60)—High rating—Preminger
EXPLOSIVE GENERATION, THE—D-89m.—William Shatner, Patty McCormack, Lee Kinsolving—4870 (9-27-61)—Better program entry with special appeal for teens and parents—Vega
6104 FACTS OF LIFE, THE—C-103m.—Bob Hope, Lucille Ball—4771 (11-23-60)—Bright, adult comedy has potent name power—H-L-P
6102 FIVE GUNS TO TOMBSTONE—W-71m.—James Brown, Della Sherman—4790 (2-8-61)—Average western—Zenith
FLIGHT THAT DISAPPEARED, THE—D-72m.—Craig Hill, Paula Raymond—4870 (9-27-61)—Lower half filler—Harvard
6103 FRONTIER UPRISING—W-68m.—James Davis, Nancy Hadley—4790(2-8-61)—Cowboys, Indians, Mexicans and the U.S. Cavalry ride again—Zenith
6109 GAMBLER WORE A GUN, THE—W-66m.—James Davis, Merry Anders—4810 (4-19-61)—Average western for action spots—Zenith
GOODBYE AGAIN—D-120m.—Ingrid Bergman, Yves Montand, Anthony Perkins—4838 (7-12-61)—Romance has lots to offer—Argus
6113 GUN FIGHT—W-68m.—James Brown, Joan Staley—4834 (6-28-61)—Lower half filler—Zenith
6107 HOODLUM PRIEST, THE—D-101m.—Don Murray, Larry Gates—4794 (2-22-61)—High rating drama—Murray-Wood
6118 LAST TIME I SAW ARCHIE, THE—C-98m.—Robert Mitchum, Martha Hyer—4827 (5-31-61)—Humorous and entertaining tale of G. I's in training—Mark VII, Ltd.
6027 MAGNIFICENT SEVEN, THE—D-126m.—(Panavision; DC)—Yul Brynner, Eli Wallach—4758 (10-12-60)—Quality action entry—Mirisch
MARY HAD A LITTLE—C-79m.—Agnes Laurent, Jack Watling—4841 (7-26-61)—Mediocre comedy for lower half—English
MATTER OF MORALS, A—D-90j.—Maj-Britt Nilsson, Patrick O'Neal—4831 (6-14-61)—Interesting drama—Filmed in Sweden
6115 MINOTAUR, THE—MD-92m.—(TC; Totalscope)—Bob Mathias, Rosanna Schiaffino—4814 (5-3-61)—Another Italian spectacle for the program—Italian-made; English dialogue
6105 MISFITS, THE—D-124m.—Clark Gable, Marilyn Monroe—4790 (2-8-61)—Unusual, absorbing and adult entry—Seven Arts
6120 NAKED EDGE, THE—D-99m.—Gary Cooper, Deborah Kerr—4838 (7-12-61)—Has interest and angles—Pennebaker-Baroda—English
6106 OPERATION BOTTLENECK—MD-78m.—Ron Foster, Miiko Taka—4794 (2-22-61)—Lower half war meller—Zenith
6029 POLICE DOG STORY, THE—MD-61m.—James Brown, Merry Anders—4791 (2-8-61)—Family-type meller for duallers—Zenith
6117 REVOLT OF THE SLAVES, THE—D-99m.—(TotalScope; EC)—Rhonda Fleming, Lang Jeffries—4831 (6-14-61)—Lots of action in another Italian-made spectacle—Italian-made; dubbed in English—Moffa
6112 SNAKE WOMAN, THE—D-68m.—John McCarthy, Susan Travers—4819 (5-17-61)—Horror item for lower half—English made
6123 THREE ON A SPREE—C-83m.—Jack Watling, Carole Lesley—4866 (9-13-61)—Mediocre comedy—Caralan—English-made
TEENAGE MILLIONAIRE—MUC-84m.—Jimmy Clanton, Rocky Graziano, Zasu Pitts—4849 (8-23-61)—Rock 'n' roll entry mainly for teeners (Partly color)
WEST SIDE STORY—MUD-155m.—(Panavision 70; TC)—Natalie Wood, Richard Beymer—4870 (9-27-61)—Highly entertaining entry headed for top returns—Mirisch
6116 WHEN THE CLOCK STRIKES—D-72m.—James Brown, Merry Anders—4835 (6-28-61)—Lower half filler
YOUNG DOCTORS, THE—D-100m.—Frederic March, Ben Gazzara, Ina Balin—4850 (8-23-61)—Interesting drama of hospital lives and loves—Drexel-Miller-Turman
6122 YOU HAVE TO RUN FAST—MD-71m.—Craig Hill, Elaine Edwards—4850 (8-23-61)—Lower half dualler—Harvard
6114 YOUNG SAVAGES, THE—D-100m.—Burt Lancaster, Dina Merrill, Shelly Winters—4814 (5-3-61)—Serious, fascinating probe of juvenile delinquency—Contemporary

COMING FEATURES IN ORDER OF RELEASE

July THE CAT BURGLAR—Jack Hoan, June Kenney
Aug. BOY WHO CAUGHT A CROOK—Wanda Hendrix, Don Beddoe, Roger Mobley—Harvard
Oct. SEASON OF PASSION—Ernest Borgnine, Anne Baxter—Norman
Oct. SECRET OF DEEP HARBOR, THE—Ron Foster, Merry Anders
Oct. TOWN WITHOUT PITY—Kirk Douglas
Nov. DEAD TO THE WORLD—Rudy Talton, Jana Pearce
Nov. PARIS BLUES—Paul Newman, Joanne Woodward—Pennebaker

COMING

BIRD MAN OF ALCATRAZ, THE—Burt Lancaster, Karl Malden, Thelma Ritter
CHILDREN'S HOUR, THE—Audrey Hepburn, Shirley MacLaine, James Garner—Mirisch
GIRL ON THE BOAT, THE—Norman Wisdom, Millicent Martin (Knightsbrige)
GERONIMO—(TC)—Chuck Connors
LAND WE LOVE, THE—(C; Panavision)—James Mason, Kate Manx, Neville Brand—Daystar
OLDEST CONFESSION, THE—Rex Harrison, Rita Hayworth
PHAEDRA—Melina Mercouri, Tony Perkins, Raf Vallone—(Dassin)
PIONEER, GO HOME—Elvis Presley, Arthur O'Connell, Joanna Moore—Mirisch
POCKETFUL OF MIRACLES—Glenn Ford, Bette Davis, Hope Lange—Capra
ROAD TO HONG KONG, THE—Bob Hope, Bing Crosby, Joan Collins, Dorothy Lamour
SERGEANTS 3—(TC; Panavision)—Frank Sinatra, Ruta Lee, Dean Martin—Essex
SOMETHING WILD—Carroll Baker, Ralph Meeker—Prometheus
SPIDER'S WEB, THE—(TC)—Glynis Johns, John Justin—Danziger
ST. GEORGE AND THE 7 CURSES—(Super-Percepto-Vision)—Basil Rathbone—Gordon
VALIANT, THE—John Mills, Ettore Manni—B. H. P.
VIRGINS OF ROME, THE—Louis Jordan, Sylvia Simms
WAR HUNT—John Saxon
X15, THE—Charles Bronson, Brad Dexter

UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6120 **BLAST OF SILENCE**—MD-77m.—Allen Baron, Molly McCarthy—4810 (4-19-61)—Better program entry
- 6121 **CCMSEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee—4855 (6-28-61)—Highly enjoyable comedy
- 6116 **CURSE OF THE WEREWOLF, THE**—91m.—(EC)—Clifford Evans, Yvonne Romain—4820 (5-17-61)—Horror import should get attention—English
- 6103 **GRASS IS GREENER, THE**—C-105m.—(TC; Technirama)—Cary Grant, Deborah Kerr—4775 (12-7-60)—Sophisticated, adult comedy headed for big business
- 6104 **GREAT IMPOSTOR, THE**—CD-112m.—Tony Curtis, Joan Blackman—4771 (11-23-60)—Highly entertaining entry
- 6117 **LAST SUNSET, THE**—D-112m.—(EC)—Rock Hudson, Kirk Douglas, Dorothy Malone—4827 (5-31-61)—Western has angles to put it across in fine fashion
- 6108 **LAWLESS BREED, THE**—W-83m.—(TC)—Rock Hudson, Julia Adams—4870 (9-27-61)—Better than average western—Reissue
- 6101 **MIDNIGHT LACE**—D-108m.—(EC)—Doris Day, Rex Harrison—4763 (10-26-60)—Lush, name-titled suspense drama looks like box-office winner
- 5626 **MIDNIGHT STORY, THE**—MD-89m.—(CS; TC)—Tony Curtis, Marisa Pavan—4870 (9-27-61)—Interesting, well-made cop melodrama—Reissue
- 6114 **OLE REX**—D-40m.—(EC)—Rex, Billy Hughes—4802 (3-22-61)—Good featurette programmer
- 6113 **PHARAOH'S WOMAN, THE**—D-88m.—(EC; TechniScope)—John Drew Barrymore, Linda Cristal—4815 (5-3-61)—Fair programmer—Italian-made; dubbed in English
- 6112 **POSSE FROM HELL**—W-89m.—(EC)—Audie Murphy, Zohra Lampert—4802 (3-22-61)—Good western
- 6102 **PRIVATE LIVES OF ADAM AND EVE, THE**—C-87m.—(Part color)—Mickey Rooney, Mamie VanDoren—4831 (6-14-61)—Tasteless comedy strictly for exploitation spots
- 5622 **RAWHIDE YEARS, THE**—OMD-85m.—(TC)—Tony Curtis, Coleen Miller—4871 (9-27-61)—Action entry entertains—Reissue
- 6106 **ROMANOFF AND JULIET**—C-112m.—(TC)—Peter Ustinov, Sandra Dee—4820 (5-17-61)—Humorous comedy is well made—Filmed abroad
- SERGEANT WAS A LADY, THE**—C-72m.—Martin West, Venetia Stevenson—4866 (9-13-61)—Fair comedy for the program
- 6109 **SECRET WAYS, THE**—D-112m.—Richard Widmark, Sonja Ziemann—4802 (3-22-61)—Taut espionage thriller should please—Made in Europe
- 6020 **SEVEN WAYS FROM SUNDOWN**—W-86m.—(EC)—Audie Murphy, Venetia Stevenson—4758 (10-12-60)—Very good western
- 6116 **SHADOW OF THE CAT, THE**—MD-79m.—Andie Morelli, Barbara Shelley—4820 (5-17-61)—Good horror item—English
- 6105 **SHAKEDOWN, THE**—MD-91m.—Terence Morgan, Hazel Court—4847 (8-9-61)—Lower half meller—English
- 6070 **SPARTACUS**—D-193m.—(Super Technirama 70; TC)—Kirk Douglas, Laurence Olivier, Jean Simmons—4759 (10-12-60)—High-rating epic ranks with the best
- 6119 **TAMMY TELL ME TRUE**—CD-97m.—(EC)—Sandra Dee, John Gavin—4835 (6-28-61)—Warm yarn has appeal for youngsters and family trade
- 6107 **TO HELL AND BACK**—BIOD-106m.—(CS; TC)—Audie Murphy, Marshall Thompson—4871 (9-27-61)—Well-made war film should have wide appeal—Reissue
- 6110 **TOMBOY AND THE CHAMP**—D-92m.—(EC)—Candy Moore, Ben Johnson—4791 (2-8-61)—Good family programmer
- 6118 **TROUBLE IN THE SKY**—D-76m.—Michael Craig, Elizabeth Seal—4835 (6-28-61)—Okay programmer—English
- 6111 **WINGS OF CHANCE**—MD-76m.—(EC)—Jim Brown, Frances Rafferty—4798 (3-8-61)—Okay programmer

COMING FEATURES IN ORDER OF RELEASE

- Nov. **BACK STREET**—(C)—Susan Hayward, John Gavin, Vera Miles
- Dec. **FLOWER DRUM SONG**—(C) (Panavision)—Nancy Kwan, James Shigeta

COMING

- CAPE FEAR**—Gregory Peck, Polly Bergen
- FREUD**—Montgomery Clift, Susannah York
- LAST HERO**—(Panavision)—Kirk Douglas, Gena Rowlands
- LOVER COME BACK**—(C)—Rock Hudson, Doris Day, Tony Randall
- OUTSIDER, THE**—Tony Curtis, Miriam Colon
- SIX BLACK HORSES**—(C)—Audie Murphy, Joan O'Brien
- SPIRAL ROAD, THE**—(C) (Panavision)—Rock Hudson, Burl Ives, Gena Rowlands
- TOUCH OF MINK**—(C; Panavision)—Cary Grant, Doris Day
- UGLY AMERICAN**—(C)—Marlon Brando, Eiji Okada, Sandra Church

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

- 014 **BIMBO THE GREAT**—MD-93m.—(EC; CircusScope)—Charles Holm, Maryanne Shields—4815 (5-3-61)—Circus film has angles—German-made; dubbed in English
- 155 **CLADELLE ENGLISH**—D-99m.—Diane McBain, Arthur Kennedy—4866 (9-13-61)—Moderately interesting drama of backwoods bad girl
- 013 **FABULOUS WORLD OF JULES VERNE, THE**—SFD-84m.—(Mystimation)—Louis Locke, Ernest Revere, Jane Zale—4815 (5-3-61)—Interesting science fiction entry—Filmed abroad
- 016 **FANNY**—D-133m.—(TC)—Leslie Caron, Maurice Chevalier, Charles Boyer—4835 (6-28-61)—Excellent
- 008 **FEVER IN THE BLOOD, A**—D-117m.—Ethem Zimbalist, Jr., Angie Dickinson—4767 (1-25-61)—Interesting dramatic fare on world of politics
- 004 **GIRL OF THE NIGHT**—D-99m.—Anne Francis, Lloyd Nolan—4759 (10-12-60)—Exploitable clinical study of a prostitute—for adults only
- 009 **GOLD OF THE SEVEN SAINTS**—MD-88m.—(WarnerScope)—Clint Walker, Leticia Roman—4791 (2-8-61)—Good outdoor action entry
- 006 **MIRACLE OF OUR LADY OF FATIMA, THE**—D-12cm.—Gilbert Roland, Angela Clark—4871 (9-27-61)—Well-made religious film—Reissue
- 015 **PAFFISH**—L-140m.—(TC)—Troy Donahue, Claudette Colbert—4798 (3-8-61)—Interesting drama, particularly for the girls
- 011 **PORTRAIT OF A MURDERER**—MD-108m.—Vic Morrow, Leslie Parrish—4803 (3-22-61)—Good gangster yarn for action spots
- 003 **SINS OF RACHEL CADE, THE**—D-123m.—(TC)—Angie Dickinson, Peter Finch—4798 (3-8-61)—Highly interesting drama with "Congo" background
- 154 **SPLENDOR IN THE GRASS**—D-124m.—(TC)—Natalie Wood, Warren Beatty—4866 (9-13-61)—High rating drama on provocative theme
- 012 **STEEL CLAW, THE**—MD-96m.—(TC)—George Montgomery, Charita Luna—4820 (5-17-61)—Good programmer
- 007 **SUNDOWNERS, THE**—D-133m.—(TC)—Latorah Kerr, Herbert Mitchell—4766 (11-9-60)—Highly interesting drama
- 010 **WHITE WARRIOR, THE**—MD-86m.—(TC; DYALI-SCOPE)—Steve Reeves, Georgia Moll—4791 (2-8-61)—Okay action spectacle for the program—Italian-made; dubbed in English
- 151 **WORLD BY NIGHT**—NOV.-103m.—(TC; TR)—Vaudeville—4850 (8-23-61)—Good variety show for the program

COMING

- Nov. **MASK, THE**—(Depth-Dimension)—Paul Stevens, Claudette Nevins
- Nov. **SUSAN SLADE**—(TC)—Troy Donahue, Connie Stevens, Dorothy McGuire
- Dec. **LAD: A DOG**—(TC)—Peggy McCay, Peter Breck

COMING FEATURES IN ORDER OF RELEASE

- CHAPMAN REPORT, THE**—(TC)—Shelley Winters, Ray Danton
- COUCH, THE**—Grant Williams, Shirley Knight
- HOUSE OF WOMEN**—Shirley Knight, Andrew Duogon
- LOVERS MUST LEARN**—(TC)—Troy Donahue, Suzanne Pleshette
- MAJORITY OF ONE, A**—(TC)—Rosalind Russell, Alec Guinness
- MERRILL'S MARAUDERS**—(TC)—Jeff Chandler, Ty Hardin
- MUSIC MAN, THE**—(TC)—Robert Preston, Shirley Jones
- ROMAN SPRING OF MRS. STONE, THE**—(C)—Vivien Leigh, Warren Beatty
- SAMAR**—(TC)—George Montgomery, Ziva Rodann
- SINGER NOT THE SONG**—(CS; C)—Dirk Bogarde, John Mills, Mylene D'Amore—England

MISCELLANEOUS

DISTRIBUTED DURING THE PAST 12 MONTHS

- ABSENT MINDED PROFESSOR, THE**—C-97m.—Fred MacMurray, Nancy Olson—4794 (2-22-61)—Very funny entry for every one—Buena Vista
- AFTER MEIN KAMPF**—DOC-74m.—Written and directed by Ralph Porter—4847 (8-9-61)—Semi-documentary on Hitler and associates has angles and interest—Brenner
- ATLAS**—MD-84m.—(EC; Vistascope)—Michael Forrestal, Barboursa Morris—4820 (5-17-61)—Spectacle programmer for action spots—Filmgroup
- BUFFALO GUN**—W-72m.—Marty Robbins, Mary Ellen Kay—4841 (7-26-61)—Mediocre western entry—Globe
- CAREER GIRLS ON A NAKED HOLIDAY**—NOV.-65m.—Zelda Suplee—4798 (3-8-61)—Another nudist colony exposition—Brenner
- CODE OF SILENCE**—MD-75m.—Terry Becker, Elisa Luti—4775 (12-7-60)—Lower half meller Sterling World Diet
- COLD WIND IN AUGUST, A**—D-80m.—Lola Albright, Scott Marlowe—4782 (1-11-61)—Sizzler for adults only—Aldart
- CROWNING EXPERIENCE, THE**—D-102m.—(TC)—Muriel Smith, Louis Blye—4775 (12-7-60)—Has angles and appeal—Moral Re-Arment
- DEAD ONE, THE**—MD-70m.—(Ultrascope; EC)—Linda Ormond, John Mackay—4795 (2-22-61)—Mild horror entry for dualers—Mardi Gras
- DEADLY COMPANIONS, THE**—D-90m.—(Panavision; C)—Maureen O'Hara, Brian Keith, Steve Cochran—4831 (6-14-61)—Engrossing western hits the mark—Pathe-America
- ESCAPE FROM TERROR**—MD-70m.—(EC)—Jackie Coogan, Mona Knox—4822 (5-17-61)—Strictly for the dualers—Made in Denmark—Budd Rogers
- GIRL IN ROCM 13**—MD-79m.—(EC)—Brian Donlavy, Andrea Bayard—4803 (3-22-61)—Okay meller for dualers—Made in Brazil—Astor
- GREYFRIARS BOBBY**—D-91m.—(TC)—Alex Mackenzie, Laurence Naismith—4850 (8-23-61)—Interesting tale of a dog—Filmed in Scotland—Buena Vista

- One-Eyed Jacks..... A8 Par.
- One Hundred And One Dalmatians A11 Misc.
- One Plus One..... A3 Misc.
- Operation Bottleneck..... A2 UA
- Operation Camel..... A1 A-
- Operation Elchmann..... A3 AA
- Ostrich Has Two Eggs, The..... For.
- Outsider, The..... U-I

P

- Parent Trap, The..... A1 Misc.
- Paris Blues..... B UA
- Parrish..... B WB
- Passport To China..... A1 Col.
- Pepe..... A1 Col.
- Phaedra..... UA
- Pharaoh's Woman..... B U-I
- Picnic—RE..... B Col.
- Picnic On The Grass..... For.
- Pioneer, Go Home..... UA
- Pirates Of Tortuga..... A1 Fox
- Pit And The Pendulum, The..... A2 A-I
- Play It Cool..... Col.
- Please Turn Over..... A3 Col.
- Pleasure Of His Company, The..... A2 Par.
- Plunderers, The..... A3 AA
- Pocketful Of Miracles..... UA
- Police Dog Story..... A1 UA
- Portrait Of A Mobster..... B WB
- Portrait Of A Sinner..... B AI
- Posse From Hell..... A2 U-I
- Prime Time, The..... B Misc.
- Primitive Paradise..... Misc.
- Private Lives Of Adam And Eve, The..... B U-I
- Purple Hills..... A1 Fox

Q

- Queen's Guard, The..... Fox
- Queen of the Pirates..... A1 Col.

R

- Racers, The—RE..... B Fox
- Raisin In The Sun, A..... A2 Col.
- Rawhide Years, The—RE..... U-I
- Raymie..... A1 AA
- Return To Peyton Place..... A3 Fox
- Revolt Of The Slaves..... B UA
- Road To Hong Kong, The..... Fox
- Rocco And His Brothers..... A3 For.
- Rocket Attack, U. S. A..... A3 Misc.
- Roman Spring Of Mrs. Stone, The..... WB
- Romanoff And Juliet..... A1 U-I
- Royal Ballet, The..... For.
- Rue De Paris..... A3 For.

S

- St. George And The 7 Curses..... UA
- Sail A Crooked Ship..... Col.
- Samar..... WB
- Sanctuary..... B Fox
- Sand Castle, The..... A1 Misc.
- Santa Claus..... A1 For.
- Sardonicus..... A2 Col.
- Satan Never Sleeps..... Fox
- Saturday Night And Sunday Morning..... C For.
- Savage Innocents..... A3 Par.
- Scram Of Fear..... A2 Col.
- Season Of Passion..... A3 UA
- Second Time Around, The..... Fox
- Secret Of Monte Cristo, The..... A1 MGM
- Secret Of The Purple Reef..... A2 Fox
- Secrets Of Women..... For.
- Secret Of Deep Harbor, The..... A2 UA
- Secret Partner, The..... A2 MGM
- Secret Ways, The..... A2 U-I
- September Storm..... B Fox
- Serengeti Shall Not Die..... A1 AA
- Sergeant Was A Lady, The..... A1 U-I
- Sergeants 3..... UA
- Seven Ways From Sundown..... A2 U-I
- Seven Women From Hell..... Fox
- Sex Kittens Go To College..... B AA
- Shadow Of The Cat..... A2 U-I
- Shadows..... Misc.
- Shakedown, The..... B UA
- Shangri-La..... Misc.
- Silent Call, The..... A1 Fox
- Sin and Desire..... For.
- Sin Of Rachel Cade, The..... A3 WB
- Singer Not The Song, The..... WB
- Six Black Horses..... U-I
- Snake Woman..... A1 UA
- Sniper's Ridge..... A2 Fox
- Snow White And The 3 Stooges..... A1 Fox
- Solid Gold Cadillac, The—RE..... A2 Col.
- Something Wild..... UA
- Spartacus..... A3 U-I
- Spessart Inn, The..... For.
- Spiral Road, The..... U-I
- Splendor In The Grass..... B UA
- Spider's Web, The..... UA
- Squad Car..... B Fox
- State Fair..... Fox
- Steel Claw, The..... A2 WB
- Stop Me Before I Kill..... A3 Col.
- Stovoper Tokyo—RE..... Fox
- Summer and Smoke..... A3 Par.
- Sundowners, The..... A2 WB
- Sun Lovers Holiday..... Misc.
- Surprise Package..... B Col.
- Susan Slade..... A3 WB
- Sweet Bird Of Youth..... MGM
- Swinging Along..... Fox
- Swiss Family Robinson..... A1 Misc.
- Sword Of Sherwood Forest..... A1 Col.
- Swordsman Of Sienna..... MGM

T

Tammy Tells Me True..... A1 U-I
 Tartars, The..... MGM
 Teacher And The Miracle, The... A1 For.
 Teen-Age Millionaire, The..... A1 UA
 Tender Is The Night..... B Fox
 Terror Of The Tongs..... Col.
 Tess Of The Storm Country..... A2 Fox
 They Were Ten..... For.
 Thief Of Baghdad, The..... A1 MGM
 Three Blondes In His Life..... Misc.
 Three On A Spree..... A3 UA
 3 Stooges Meet Hercules, The.... Col.
 Three Worlds Of Gulliver..... A1 Col.
 Thunder Of Drums, A..... A3 MGM
 Time Bomb..... A2 AA
 Tomboy And The Champ..... A1 U-I
 To Hell And Back..... U-I
 Too Hot To Handle..... AA
 Too Late Blues..... Par.
 Tormented, The..... A2 AA
 Touch Of Mink..... U-I
 Town Without Pity..... A3 UA
 Trapp Family, The..... A1 Fox
 Trouble In The Sky..... A1 U-I
 Trunk, The..... A2 Col.
 Truth, The..... C For.
 Tunes Of Glory..... A3 For.
 Twenty Plus Two..... A2 AA
 20,000 Eyes..... B Fox
 Twinkle And Shine (It Happened To Jane)—RE..... A1 Col.
 Two Little Bears..... Fox
 Two Loves..... B MGM
 Two Rode Together..... A2 Col.
 Two Way Stretch..... A2 For.
 Two Weeks In Another Town..... MGM
 Two Women..... A3 For.

U

Ugly American, The..... U-I
 Underwater City, The..... Col.
 Underworld, U. S. A..... B Col.
 Unfaithfuls, The..... A3 AA
 Uptairs and Downstairs..... A3 Fox

V

Valiant, The..... UA
 Valley Of The Dragons..... A1 Col.
 Very Private Affair, A..... MGM
 Village Of The Damned, The..... A2 MGM
 Violent Summer, The..... For.
 Virgin Spring, The..... A3 For.
 Virgins Of Rome, The..... UA
 Voyage To The Bottom Of The Sea..... A1 Fox

W

Wackiest Ship In The Army, The.. A1 Col.
 Walk Tall..... A1 Fox
 War Hunt..... UA
 Warrior Empress, The..... B Col.
 Watch Your Stern..... A1 For.
 Weddings and Babies..... Misc.
 West Side Story..... UA
 Weekend With Lulu..... A2 Col.
 When The Clock Strikes..... A1 UA
 Where The Boys Are..... B MGM
 Where The Hot Wind Blows..... B MGM
 White Christmas—RE..... A1 Par.
 White Warrior, The..... A2 WB
 Who's Got The Action..... Par.
 Wild In The Country..... B Fox
 Wild Youth..... Misc.
 Wings Of Chance..... A1 U-I
 Wizard Of Baghdad, The..... A1 Fox
 Wonderful World Of The Brothers Grimm, The..... MGM
 Wonders Of Aladdin, The..... MGM
 World By Night..... B WB
 World Of Suzie Wong, The..... B Par.

X

X15, The..... UA

Y

You Have to Run Fast..... A1 UA
 Young Doctors, The..... A2 UA
 Young Have No Time, The..... A3 For.
 Young Love..... For.
 Young One, The..... A3 Misc.
 Young Savages, The..... A2 UA

HIDEOUS SUN DEMON, THE—MD-74m.—Robert Clarke, Patricia Manning—4798 (3-8-61)—Science fiction horror for lower half—Pacific Int.
 HORSE WITH THE FLYING TAIL, THE—DOC-48m.—(TC)—Nautical—4806 (4-5-61)—Okay novelty featurette, especially for horse lovers—Buena Vista
 LAST WOMAN ON EARTH, THE—MD-71m.—(VistaScope; EC)—Anthony Carbone, Betsy Jones-Moreland—4795 (2-22-61)—mediocre science fiction for dualers.—Filmgroup
 LITTLE SHOP OF HORRORS, THE—MD-70m.—Jonathan Haze, Jackie Joseph—4795 (2-22-61)—Exploitable, but overdone horror satire—Filmgroup
 MA BARKER'S KILLER BROOD—MD-81m.—Lurene Tuttle—4772 (11-23-60)—Exploitable gangster meller—Filmservice Dist.
 MONSTER OF PIEDRAS BLANCAS, THE—MD-72m.—John Harmon, Jeanne Carmen—4782 (1-11-61)—Horror programmer—Filmservice Dist. Corp.
 MORALS SQUAD—MD-60m.—Bob O'Connell, Beverly Bennett—4775 (12-7-60)—Exploitable vice meller—Brenner
 NATCHEZ TRACE—MD-80m.—Zachary Scott, Marcia Henderson—4764 (10-26-60)—Okay historical action meller—Panorama
 NIKKI, WILD DOG OF THE NORTH—MD-74m.—(TC)—Jean Coutu, Nikki, the dog—4831 (6-14-61)—Good action yarn for the program—Buena Vista
 NOT TONITE, HENRY—C-65m.—(C)—Hank Henry—Fast buck peep show—4871 (9-27-61)—Essanbe
 OKEFENOKEE—MD-76m.—Peter Coe, Peggy Mahey—4782 (1-11-61)—Novel locale helps program meller—Filmservice Dist. Corp.
 ONE HUNDRED AND ONE DALMATIANS—CAR-80m.—(TC)—Highly entertaining Disney cartoon feature—4787 (1-25-61)—Buena Vista
 ONE PLUS ONE: EXPLORING THE KINSEY REPORTS—D-115m.—Leo G. Carroll, Hilda Brawner, William Hollister—48672 (9-13-61)—Drama has angles—Selected
 PARENT TRAP, THE—C-124m.—(TC)—Hayley Mills, Maureen O'Hara, Brian Keith—4822 (5-17-61)—Highly enjoyable fun for all—Buena Vista
 PRIME TIME, THE—MD-76m.—JoAnn LaCompte, James Brooks—4760 (10-12-60)—Amateurish 'teen-age meller for lower half—Mid Continent
 PRIMITIVE PARA DISE—DOC-66m.—(C)—Produced and directed by Lewis Cotlow—4842 (7-26-61)—Colorful documentary * New Guinea for the program—Excelsior
 ROCKET ATTACK. U. S. A.—MD-68m.—Monica Davis, John McKay—4795 (2-22-61)—Lower half filler—Exploit Films
 SAND CASTLE, THE—D-70m.—(Partly color)—Barry Cardwell, Laurie Cardwell—4867 (9-13-61)—Pleasant entry for program and art spots—de Rochemont
 SHADOWS—D-87m.—Lelia Goldoni, Ben Carruthers—4806 (4-5-61)—Off-beat entry for art, specialty houses—Lion International
 SHANGRI-LA—Nov-62m.—(C)—Ordinary nudist stuff for exploitation spots—4847 (8-9-61)—Brenner
 SUN LOVERS HOLIDAY—65m.—(CS; EC)—Siomara and Mario Benvenuti—4776 (12-7-60)—Another nudist colony novelty—Made In Brazil—English commentary—Astor
 SWISS FAMILY ROBINSON—D-126m.—(TC; Panavision)—John Mills, Dorothy McGuire—4768 (11-9-60)—High rating adventure for family trade—Buena Vista
 THREE BLONDES IN HIS LIFE—MD-84m.—Jack Mahoney, Greta Thyssen—4803 (3-22-61)—Strictly for the dualers—Cinema Associates
 WEDDINGS AND BABIES—D-81m.—Viveca Lindfors, John Myhers—4768 (11-9-60)—For art houses—Morris Engel
 WILD YOUTH—MD-70m.—Robert Hutton, Carol Ohmart—4760 (10-12-60)—For the lower half—Cinema Associates
 YOUNG ONE, THE—D-96m.—Zachary Scott, Bernie Hamilton, Key Meersman—4792 (2-8-61)—Interesting drama on sex and the south for adult audiences—Valiant

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ENGLISH

ANGRY SILENCE, THE—D-95m.—Richard Attenborough, Pier Angeli—4782 (1-11-61)—Well-made import on union activity—Valiant
 DOUBLE BUNK—C-92m.—Ian Carmichael, Janette Scott—4851 (8-23-61)—Extremely funny situation comedy—Show Corp. of America
 ENTERAINER, THE—D-97m.—Sir Laurence Olivier, Brenda de Banzie—4759 (10-12-60)—Off-beat, interesting entry for art and specialty spots—Continental
 FAST SET, THE—C-84m.—Agnes Laurent, Philippe Nicaud—4810 (4-19-61)—Strictly for the exploitation spots in censor-free areas—Dubbed in English—Audubon
 FOLLOW A STAR—C-98m.—Norman Wisdom, June Laverick—4822 (5-17-61)—Slapstick comedy has its moments—Zenith-Int.
 FOR MEMBERS ONLY—NOV-87m.—(TC)—Brian Cobby, Shelley Martin—4759 (10-12-60)—Sexploitation nudist film for fast buck spots—Union
 FRENCH MISTRESS, A—C-98m.—Cecil Parker, Agnes Laurent—4782 (1-11-61)—Amusing import—Films Around The World
 LEAGUE OF GENTLEMEN—D-114m.—Jack Hawkins, Nigel Patrick—4799 (3-8-61)—Highly entertaining entry—Kingsley Int.
 LEFT, RIGHT AND CENTER—C-95m.—Alastair Sim, Ian Carmichael, Patricia Bredin—4767 (11-9-60)—Good English satirical comedy for art, specialty spots—BCG
 LONG, AND THE SHORT, AND THE TALL, THE—D-102m.—Richard Todd, Laurence Harvey, Richard Harris—4851 (8-23-61)—Okay English-Jap war meller—Continental
 MAKE MINE MINK—C-99m.—Terry Thomas, Athene Seyler—4783 (1-11-61)—Mirth-making import—Continental
 MAN IN THE MOON—C-98m.—Kenneth More, Shirley Ann Field—4839 (7-12-61)—Cute English comedy—Trans-Lux
 ROYAL BALLET, THE—BALLET-131m.—(EC)—Margot Fonteyn, Michael Somes—4766 (10-12-60)—Excellent ballet, film for art spots—Lopert
 SATURDAY NIGHT AND SUNDAY MORNING—D-90m.—Albert Finney, Rachel Roberts—4807 (4-5-61)—Highly interesting import—Continental
 TUNES OF GLORY—106m.—(TC)—Alec Guinness, John Mills, Susannah York—4783 (1-11-61)—High rating drama for discriminating audiences—Lopert
 TWO WAY STRETCH—C-87m.—Peter Sellers, Irene Handl—4796 (2-22-61)—Cute, amusing comedy—Show Corporation of America
 WATCH YOUR STERN—C-88m.—Kenneth Connor, Joan Sims—4807 (4-5-61)—Cute comedy import—Magna Pictures

FILIPINO

CRY FREEDOM—MD-93m.—Pancho Magalona, Rosa Rosal—4815 (5-3-61)—Okay for program dualler, or specialized situations—Parallel

FINNISH

YOUNG LOVE—D-81m.—Peter Weckstrom, Tea Ista—4784 (1-11-61)—Interesting import for art spots—Dubbed in English—Film Representations

FRENCH

BELLES AND BALLET—Ballet-92m.—(EC)—Ballet De L'Etoile of Paris—4778 (12-21-60)—Ballet entry for art spots—Excelsior
 BREATHLESS—D-89m.—Jean Seberg, Jean-Paul Belmono—4795 (2-22-61)—"New Wave" import is for adults in art spots—English titles—Films Around The World
 CHEATERS, THE—D-117m.—Pascale Petitt, Andrea Parlay, Jacques Charrier—4842 (7-26-61)—Interesting tale of French teenagers—English titles—Continental
 COME DANCE WITH ME—MD-91m.—(EC)—Brigitte Bardot, Henri Vidal—4772 (11-23-60)—Cute BB entry for adults, art and specialty spots—English titles—Kingsley-Int.
 COW AND I, THE—C-98m.—Fernandel, Rene Havard—4839 (7-12-61)—Good humorous import—English titles—Zenith-Int.
 DEVIL'S COMMANDMENT, THE—MD-73m.—Gianna Maria Canale, Carlo D'Angelo—4778 (12-21-60)—Horror meller passes time—Dubbed in English—RCIP
 DOG, A MOUSE AND A SPUTNICK, A—C-85m.—Noel Noel, Denise Grey—4766 (11-9-60)—Fairly amusing comedy—Dubbed in English—Films Around The World
 FRANTIC—D-90m.—Jeanne Moreau, Maurice Ronet—4839 (7-12-61)—Interesting psychological import—English titles—Times
 GOOD GIRLS BEWARE—MD-76m.—Antonella Luadi, Robert Hossein—4767 (11-9-60)—Sexy French gangster meller—Dubbed in English—Fanfare
 JOKER, THE—C-86m.—Anouk Aimee, Jean-Pierre Cassel—4847 (8-9-61)—Fairly amusing bedroom farce for art spots—English titles—Lopert
 LEDA—D-101m.—(EC)—Madellne Robinson, Antonella Luadi, Jacques Dacquine—4851 (8-23-61)—Fair import—English titles—Times
 LOVE AND THE FRENCHWOMAN—COMP.-139m.—Martine Lambert, Annie Sinigalia, Martine Carol—4803 (3-22-61)—Entertaining import for art spots—Titles and narration—Kingsley-Int.
 LOVE GAME, THE—D-88m.—Jean-Pierre Cassel, Genevieve Cluny—4767 (11-9-60)—Okay entry for art spots—English titles—Films Around The World
 MARIE OCTOBRE—D-98m.—Danielle Darrieux, Bernard Blier—4763 (10-26-60)—Compelling import for art spots—English titles—Lopert
 MODIGLIANI OF MONTPARNASSE—D-110m.—Gerard Philipe, Lilli Palmer—4806 (4-5-61)—Okay art house entry—English titles—Continental
 OSTRICH HAS TWO EGGS, THE—C-89m.—Pierre Fresnay, Simone Renant—4767 (11-9-60)—Cute comedy for adults at art, specialty spots—English titles—Janus
 PICNIC ON THE GRASS—C-91m.—(EC)—Paul Meurise, Catherine Rouvel—4783 (1-11-61)—Amusing import for art spots—Titles—Kingsley-Union
 RUE DE PARIS—D-90m.—Jean Gabin, Marie-Jose Nat—4792 (2-8-61)—Good entry for art, specialty spots—English titles—Lopert
 SIN AND DESIRE—D-77m.—Francoise Arnoul, Andre LeGall—4763 (10-26-60)—import not of art house calibre—Dubbed in English—Atlantis
 TRUTH, THE—D-127m.—Brigitte Bardot, Marie-Jose Nat, Sami Frey—4842 (7-26-61)—Lengthy Bardot import—English titles or dialogue—Kingsley-Int.

GERMAN

CONFESS, DR. CORDA—D-101m.—Hardy Kruger, Elisabeth Mueller—4766 (11-9-60)—Well-made, suspenseful import—English titles—President
 HIPPODROME—MD-96m.—(C)—Gerhard Riedmann, Margit Nunke—4803 (3-22-61)—Good circus meller—Dubbed in English—Continental

RUSSIAN-ENGLISH

FATE OF A MAN—D-101m.—Sergel Bondarchuck—4851 (8-23-61)—Well-made war film for art houses—Russian-made; English titles; Lopert
IT HAPPENED IN BROAD DAYLIGHT—D-97m.—Henix Ruhmann, Gert Frobe—4767 (11-9-60)—Absorbing crime yarn—Dubbed in English—Continental
SPESSART INN, THE—C-99m.—(C)—Liselotte Pulver, Carlos Thompson—4807 (4-5-61)—Entertaining import—Titles—Casino
MAGDALENA—MD-82m.—Sabina Sesselman—4776 (12-7-60)—Fair, sex-ridden case history of a girl gone wrong—Dubbed in English—Buhawk

GREEK

NEVER ON SUNDAY—C-91m.—Melina Mercouri, Jules Dassin—4763 (10-26-60)—Delightful comedy is art house winner and could surprise elsewhere—English dialogue—Lopert

IRELAND

HOME IS THE HERO—D-83m.—Arthur Kennedy, Eileen Crowe—4799 (3-8-61)—Interesting Irish drama—Show Corporation

ISRAELI

THEY WERE TEN—D-105m.—Ninette, Oded Teomi—4810 (4-19-61)—Interesting Israeli import—English titles—Schwartz-Sachson

ITALIAN

ADVENTURE, THE—D-145m.—Monica Vitti, Gabriele Ferzetti—4806 (4-5-61)—Interesting import for art spots—English titles—Janus
ANNA'S SIN—D-86m.—Ann Vita, Ben E. Johnson—4806 (4-5-61)—Fair tale of miscegenation and mystery—Dubbed in English—Atlantis
GENERAL DELLA ROVERE—D-139m.—Vittorio de Sica, Hannas Messemer—4783 (1-11-61)—Well-made import of war-time intrigue—Titles—Continental
BIG DEAL ON MADONNA STREET, THE—C-91m.—Vittorio Gassman, Rossana Rory, Toto—4778 (12-21-60)—Highly entertaining comedy import—English titles—UMPO
HEAVEN ON EARTH—D-84m.—(EC)—Barbara Florian, Charles Fawcett—4763 (10-26-60)—Interesting tour of Rome with romantic dressing—Dubbed in English—JB Film Dist.
GIRL WITH A SUITCASE—D-101m.—Claudia Cardinale, Corrado Pani—4871 (9-27-61)—Good import—English titles—Ellis
GREAT WAR, THE—D-118m.—Vittorio Gassman, Silvano Mangano—4867 (9-13-61)—Interesting entry will appeal primarily in art spots—Dubbed in English—Lopert
LA DOLCE VITA—D-175m.—Marcello Mastroianni, Anouk Aimee, Anita Ekberg—4815 (5-3-61)—Unpleasant but fascinating film depicting dissolute life of modern Roman upper crust—English titles—Astor
MAN WHO WAGGED HIS TAIL, THE—C-91m.—Peter Us tinov, Pablito Calvo—4871 (9-27-61)—Cute entry for art spots—English titles—Continental
MIGHTY CRUSADERS, THE—SPEC-87m.—(SC; C)—Francisco Rabal, Sylva Koscina—4799 (3-8-61)—Yet another Italian-made spectacle—Dubbed in English—Falcon
NEAPOLITAN CAROUSEL—MU-116m.—(PatheColor)—Paolo Stoppa, Clelia Matania—4842 (7-26-61)—Colorful, entertaining musical for art, specialty spots—English titles—Lux
ROCCO AND HIS BROTHERS—D-175m.—Alain Delon, Katina Paxinou, Claudia Cardinale—4839 (7-12-61)—Adult art house audiences will best appreciate fine import—English titles—Astor
TEACHER AND THE MIRACLE, THE—88m.—Aldo Fabrizi, Eduardo Nevoia—4807 (4-5-61)—Heart-touching import—Dubbed in English—President
TWO WOMEN—D-105m.—Sophia Loren, Jean Paul Belmondo—4822 (5-17-61)—Interesting import for art, specialty spots—English titles—Embassy
VIOLENT SUMMER—D-97m.—Eleanora Rossi-Drago, Jean Louis Trintignant—4822 (5-17-61)—Interesting import—English titles—Films Around The World

MEXICAN

LITTLE ANGEL—D-90m.—(EC)—Maria Gracia—4783 (1-11-61)—Good entry for children, family and program—Dubbed in English—K. Gordon Murray
SANTA CLAUS—FAN-94m.—(EC)—Joseph Elias Moreno—4760 (10-12-60)—For the kiddies—Dubbed in English—K. Gordon Murray

SWEDISH

SECRETS OF WOMEN—CD-114m.—Anita Bjork, Maj-Britt Nilsson, Eva Dahlbeck—4847 (8-9-61)—Entertaining and sexy Ingmar Bergman import—English titles—Janus
VIRGIN SPRING, THE—D-88m.—Max von Sydow, Birgitte Valberg—4776 (12-7-60)—Well-made, interesting but unpleasant import—English titles—Janus

U.S.S.R.

BALLAD OF A SOLDIER—MD-92m.—Vladimir Ivashev, Zhanna Prokhorenko—4795 (2-22-61)—Excellent in any language—English titles—Unlon

YUGOSLAVIAN

NINTH CIRCLE, THE—D-90m.—Dusica Zegarac—4867 (9-13-61)—Well made drama for art house trade—English titles—Inter-progress Trading Co.

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FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES 1960-'61 and 1961-'62 SEASONS

(This is a listing of all production numbers and release dates, as made available by the companies on 1960-61 and 1961-62, product, accurate to time of publication—Ed.)

Allied Artists

6012	Bloody Brood.....	Oct.
6013	Serengeti Shall Not Die.....	Oct.
6101	Look In Any Window.....	Jan.
6008	The Plunderers.....	Nov.
6014	Heroes Die Young.....	Nov.
6015	The Unfaithful.....	Nov.
6016	Herod The Great.....	Dec.
6101	Look In Any Window.....	Jan.
6102	Dondi.....	Mar.
6103	Operation Eichmann.....	Mar.
6104	Time Bomb.....	April
6105	Angel Baby.....	May
6106	David and Goliath.....	June
6107	King Of The Roaring 20's.....	June
6108	Brainwashed.....	July
6109	Armored Command.....	July
6110	Twenty Plus Two.....	Aug.
	Too Hot To Handle.....	Oct.
	George Raft Story.....	Dec.

American-International

601	The Hand.....	Mar.
602	Black Sunday.....	Feb.
603	Konga.....	Mar.
604	House of Fright.....	May
605	Operation Camel.....	May
606	Beware of Children.....	April
607	Master of the World.....	June
608	Alakazam The Great.....	July
609	Pit and the Pendulum.....	Aug.
610	Guns Of The Black Witch.....	Nov.
611	Lost Battalion.....	Sept.
	Journey To The Seventh Planet.....	Dec.

Columbia

514	Surprise Package.....	Nov.
515	I'm All Right, Jack.....	Oct.
516	Hell Is A City.....	Nov.
517	The 3 Worlds Of Gulliver.....	Dec.
518	Please Turn Over.....	Dec.
519	Jazz Boat.....	Dec.
521	The Wackiest Ship In The Army.....	Jan.
520	Pepi.....	Mar.
522	Sword Of Sherwood Forest.....	Jan.
523	Hand In Hand.....	Feb.
524	The Warrior Empress.....	May
525	Underworld U. S. A.....	Mar.
527	Passport To China.....	Feb.
528	Carthage In Flames.....	
529	Cry For Happy.....	Mar.
530	The Terror of the Tongs.....	Mar.
531	Born Yesterday—RE.....	Mar.
532	The Solid Gold Cadillac—RE.....	Mar.
533	A Raisin In The Sun.....	April
535	Stoop Me Before I Kill.....	May
537	Twinkle And Shine (R).....	
536	Picnic—RE.....	April
	The Treatment.....	April
534	Mad Dog Coll.....	May
538	Mein Kampf.....	May
539	Five Golden Hours.....	June
540	Homicidal.....	June
541	Most Dangerous Man Alive, The.....	June
601	Gidget Goes Hawaiian.....	June
602	Two Rode Together.....	July
	Mysterious Island.....	Dec.
603	The Guns Of Navarone.....	July
608	Loss Of Innocence, The.....	Oct.
	Devil At Four O'Clock.....	Oct.
	The Trunk.....	Sept.
615	Scream Of Fear.....	Sept.
	Weekend With Lulu.....	Oct.
	Queen Of The Pirates.....	Oct.
	Everything's Ducky.....	Nov.
	Sardinicus.....	Nov.
	Valley Of The Dragons.....	Nov.
	Sail A Crooked Ship.....	Nov.
	Belle Sommers.....	Dec.
	Mysterious Island.....	Dec.

MGM

103	The Key Witness.....	Oct.
104	Where The Hot Wind Blows.....	Oct.
105	Gorgo.....	Jan.
106	Butterfield 8.....	Nov.
107	Magic Boy.....	
108	Cimarron.....	Dec.
109	The Village Of The Damned.....	Jan.
110	Where The Boys Are.....	Dec.
111	Go Naked In The World.....	Feb.
113	Atlantis, The Lost Continent.....	May

114	Gone With The Wind—RE.....	
115	The Secret Partner.....	Mar.
116	The Green Helmet.....	April
117	Two Loves.....	May
202	Bridge To The Sun.....	Aug.
119	Ring of Fire.....	June
120	Morgan The Pirate.....	July
121	The Secret Of Monte Cristo.....	June
122	Honeymoon Machine.....	July
123	The Thief Of Baghdad.....	Aug.
124	Ada.....	Aug.
201	Thunder Of Drums.....	Sept.
203	Invasion Quarett.....	Oct.
	King Of Kings (Road Show).....	Oct.
204	Colossus Of Rhodes.....	Nov.
205	Bachelor In Paradise.....	Dec.
	The Wonders of Alladin.....	Dec.

Paramount

6004	The Savage Innocents.....	Feb.
6005	G. I. Blues.....	Nov.
6006	A Breath Of Scandal.....	Oct.
6007	Cinder Fella.....	Dec.
6008	The World Of Suzie Wong.....	Feb.
6009	Blueprint For Robbery.....	Jan.
R6011	Elephant Walk—RE.....	Jan.
R6012	The Naked Jungle—RE.....	Jan.
6010	All In A Night's Work.....	April
6013	Foxhole In Cairo.....	April
6014	One-Eyed Jacks.....	May
6015	Ladies' Man.....	June
6016	On the Double.....	July
6017	Pleasure Of His Company.....	Aug.
6018	Love In A Goldfish Bowl.....	Aug.
6101	Blood And Roses.....	Sept.
6102	Man Trap.....	Sept.
6103	Breakfast At Tiffany's.....	Oct.
R6104	White Christmas.....	Oct.
6105	Blue Hawaii.....	Nov.
6106	The Errand Boy.....	Dec.
6107	Summer And Smoke.....	Dec.

20th-Fox

037	Legions Of The Nile.....	Dec.
039	Goddess Of Love.....	Nov.
040	Captains Table, The.....	Oct.
042	Walk Tall.....	Oct.
046	Desire In The Dust.....	Oct.
047	Secret of the Purple Reef.....	Oct.
050	Toss Of The Storm Country.....	Feb.
051	North To Alaska.....	Nov.
053	Desert Attack.....	Nov.
054	The Wizard of Baghdad.....	Dec.
056	Flaming Star.....	Jan.
057	Esther And The King.....	Nov.
101	Marriage-Go-Round.....	Jan.
102	The Little Shepherd Of Kingdom Come.....	Jan.
	The Queen's Guards.....	
104	The Millionaire.....	Mar.
105	The Canadians.....	Feb.
106R	House Of Bamboo—RE.....	
107R	Stopover Tokyo—RE.....	
108R	The Enemy Below—RE.....	
109R	Between Heaven And Hell—RE.....	
110	Ferry To Hong Kong.....	
111	Circle of Deception.....	Mar.
112	All Hands On Deck.....	Mar.
113	The Long Rope.....	Feb.
114	Days Of Thrills And Laughter.....	Mar.
115	Sanctuary.....	Mar.
116	Sniper's Ridge.....	Feb.
117	The Trapp Family.....	Mar.
120	The Fiercest Heart.....	Apr.
122R	The Frogmen—RE.....	
123	The Big Show.....	May
126	Return to Peyton Place.....	May
127	The Right Approach.....	May
	The Silent Call.....	May
	20,000 Eyes.....	May
128	Battle At Bloody Beach.....	June
129	Wild In The Country.....	June
130	Snow White And The 3 Stooges.....	July
132	Francis Of Assisi.....	Sept.
	The Big Gamble.....	Oct.
131	Misty.....	July
133	Voyage To The Bottom Of The Sea.....	June
	Marines, Let's Go.....	Aug.
	The Hustler.....	Oct.
	September Storm.....	Sept.
	Bachelor Fiat.....	Oct.
	Upstairs And Downstairs.....	Sept.
	Seven Women From Hell.....	Oct.
	Swinging Along.....	Nov.
	The Comancheros.....	Nov.
	Pirates Of Tortuga.....	Oct.
	Second Time Around.....	Dec.
	Purple Hills.....	Nov.
	Two Little Bears.....	Nov.

United Artists

6018	Cage Of Evil.....	
6019	By Love Possessed.....	July
6024	Walking Target.....	Nov.
6027	The Magnificent Seven.....	Oct.
6026	Inherit The Wind.....	Nov.
6028	The Alamo.....	Nov.
	Police Dog Story.....	Dec.
6101	Exodus.....	Dec.
6102	Five Guns To Tombstone.....	Jan.
6104	The Facts Of Life.....	Jan.
6105	The Misfits.....	Feb.
	Warlord Of Crete.....	Feb.
6106	Operation Bottleneck.....	Feb.
6107	Hoodlum Priest.....	Mar.
6108	A Matter Of Morals.....	Mar.
6108	Frontier Uprising.....	
6109	The Gambler Wore A Gun.....	
6111	Dr. Blood's Coffin.....	May
6112	Snake Woman.....	May
6113	Gun Fight.....	May
6114	The Young Savages.....	May
6115	The Minotaur.....	April
	Revolt Of The Slaves.....	May
6116	When The Clock Strikes.....	June
6118	Last Time I Saw Archie.....	June
6120	Naked Edge.....	July
6121	The Cat Burglar.....	July
	Teen-Age Millionaire.....	Oct.
6122	You Have To Run Fast.....	Aug.
6125	Goodbye Again.....	Aug.
	Boy Who Caught A Crook.....	Aug.
	The Young Doctors.....	Sept.
	Town Without Pity.....	Oct.
	Paris Blues.....	Oct.
	Secret Of Deep Harbor.....	Oct.
	Season Of Passion.....	Oct.
	Explosive Generation.....	Oct.
	Town Without Fort.....	Oct.
	Dead To The World.....	Nov.
	X-15.....	Nov.
	West Side Story (Road Show).....	Oct.

Universal

R5622	The Rawhide Years—RE.....	
R5626	The Midnight Story—RE.....	
6070	Spartacus.....	
6101	Midnight Lace.....	Nov.
6102	Private Lives Of Adam And Eve.....	Jan.
6103	The Grass Is Greener.....	Jan.
6104	The Great Imposter.....	Feb.
6105	The Shakedown.....	Feb.
6106	Romanoff And Juliet.....	Mar.
6107R	To Hell And Back—RE.....	
6108R	The Lawless Breed—RE.....	
6109	The Secret Ways.....	April
6110	Tomboy And The Champ.....	April
6111	Wings Of Chance.....	April
6113	Pharaoh's Woman.....	May
6114	Ole Rex.....	May
	Posse From Hell.....	May
6115	Curse Of The Werewolf.....	June
6116	Shadow Of The Cat.....	June
6117	The Last Sunset.....	July
6118	Trouble In The Sky.....	July
6119	Tammy Tell Me True.....	July
6120	Blast Of Silence.....	Aug.
6121	Come September.....	Sept.
	The Sergeant Was A Lady.....	Nov.
	Back Street.....	Nov.
	Flower Drum Song.....	Dec.

Warners

002	Sunrise At Campobello.....	Oct.
003	The Sing Of Rachel Cade.....	April
004	Girl Of The Night.....	Oct.
005	The Dark At The Top Of The Stairs.....	Oct.
006R	Miracle Of Our Lady Of Fatima, The—RE.....	
007	The Sundowners.....	Dec.
008	Fever In The Blood.....	Jan.
009	Gold Of The Seven Saints.....	Feb.
010	The White Warrior.....	Mar.
011	Portrait of a Mobster.....	April
012	Steel Claw, The.....	May
013	Fabulous World of Jules Verne.....	June
014	Blumbo the Great.....	June
015	Parrish.....	July
016	Fanny.....	July
158	Lad: A Dog.....	Dec.
154	Splendor In The Grass.....	Oct.
151	World By Night.....	Sept.
155	Claudette Inglish.....	Sept.
156	The Mask.....	Nov.
157	Susan Slade.....	Nov.
	Roman Spring Of Mrs. Stone.....	Jan.

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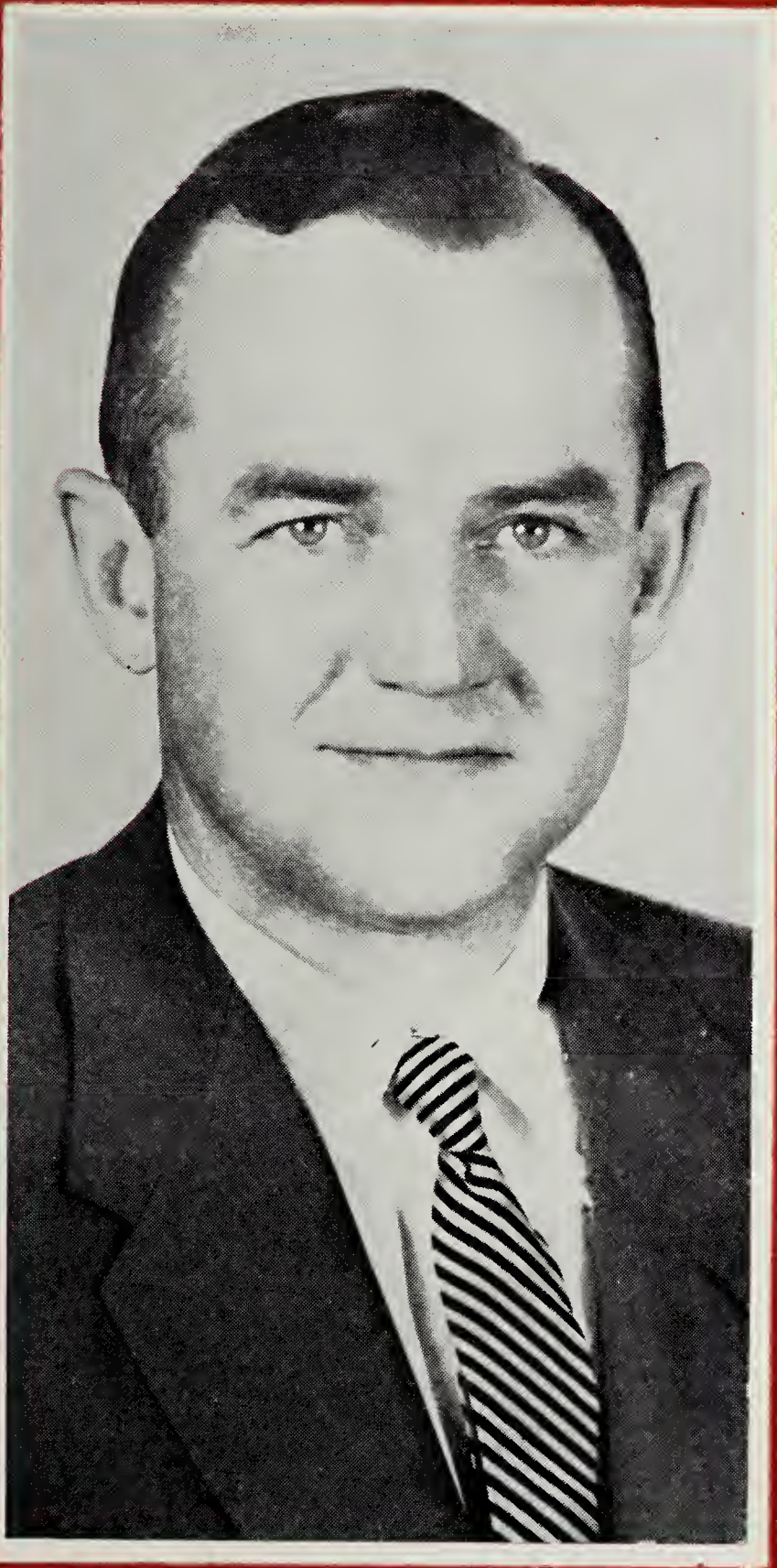
Founded in 1933 by
CHARLES E. "Chick" LEWIS

OCTOBER 11, 1961

Volume 66

Number 18

IN THREE SECTIONS • THIS IS SECTION ONE



Columbus Kills Censorship Bill

(See Page 8)

Three New Theatres In Mich. Boom Town

(See Page 10)

John H. Stembler, president, Georgia Theatre Company, Atlanta, was elected to head Theatre Owners of America at that organization's convention in New Orleans. (See story on page 7)

Top Product Coming From Paramount . . . see page 13

*Mr. Exhibitor: Whatever else you do today
make a note to secure your Warner pressbook
on SLENDOR IN THE GRASS. It contains
what many in the industry have already
called "The most ingenious and aggressive
selling campaign in years."*

*Read it very carefully.
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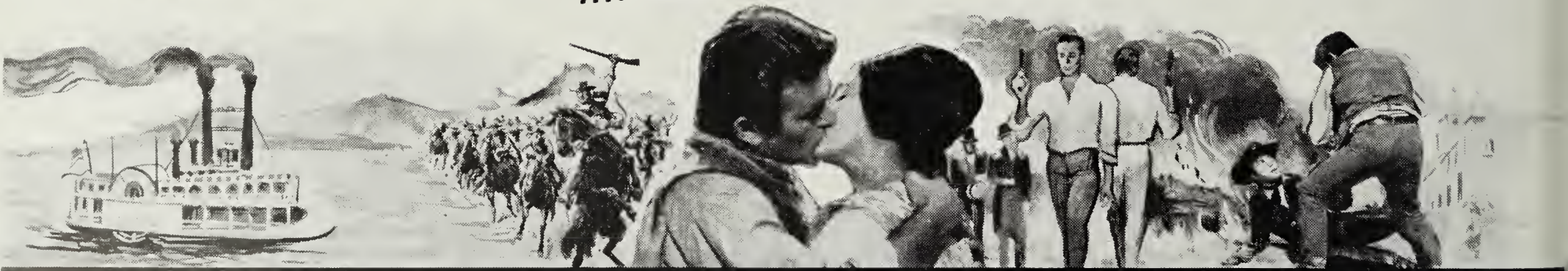


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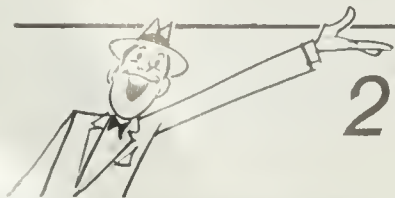


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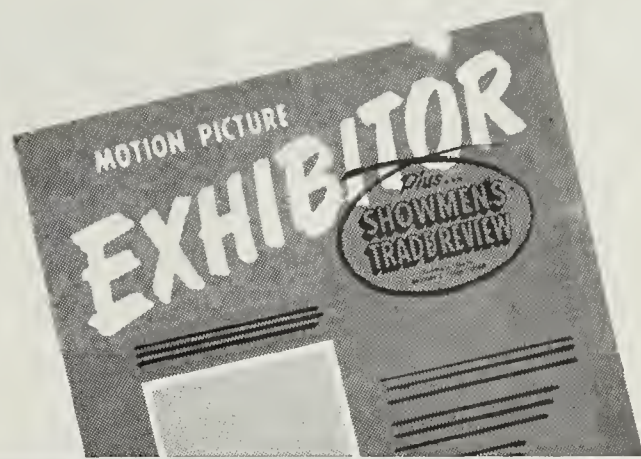
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Volume 66 • No. 18

OCTOBER 11, 1961

THE PRESS BOOK THAT CRIED WOLF

WE LIKE press books. We consider them useful and colorful additions to the very necessary exploitation arsenal of every wide awake showman. However, the time has come to blow the whistle on an increasingly disturbing situation directly connected with the question of press books.

We would venture to say that the great majority of exhibitors who read this have come up against the problem, and our mail indicates that their number is growing every day. We have previously called attention to it with no apparent results, so here we go again.

Something must be done to eliminate the situation in which an exhibitor, anxious to do all he can to make a playdate a success, goes out of his way to effect a tieup in his area as suggested by the press book only to find that he is batting his head against a stone wall of indifference.

It is hard to pinpoint exactly where the trouble starts, but the general effect is to frustrate all localized efforts to increase theatre attendance through aggressive showmanship.

An exhibitor writes us of his experiences in attempting to effect a tieup with an Army recruiting office in his area. The press book on the film in question mentioned the tieup and indicated that a co-op campaign had been prepared with posters, etc., available at recruiting offices. The exhibitor planned his campaign in a certain manner with this as an important part. So what happened? He was informed politely by the Army that they didn't have the slightest idea what he was talking about and that they had no such posters or other co-op material.

The exhibitor adds, "If this sort of thing has been going on for years, no wonder all the small town exhibitors are supposedly always out fishin'. What's the use? I estimate it's happened to me no less than 35 times in the last six months."

On still another occasion, he tried to obtain promotional material from a paperback book company that had, according to the press book, been lined up for an extensive, nationwide campaign. This time, the answer was slightly different, but

the frustration was just as genuine. He was told that all promotional material had been used up and that time did not permit printing of additional supplies.

It is not hard to foresee the results of such experiences when they are repeated over and over again. Eventually, the theatreman will regard the press book with an extremely jaundiced eye. The campaigns outlined, he will assume to be the work of an exploiter's overactive imagination. He will cease to follow up on valuable tieups, and the press book departments of distributors will be in the position of the boy who cried wolf once too often.

This will be unfortunate. Generally, the press book can be trusted. Most of the tieups are genuine, and even the ones that fall through have been attempted. The exhibitor, however, deserves to know which stunts are definite and which are question marks. The small town theatre wants to know how the tieup affects him.

The solution lies in the hands of the film companies themselves. They must make sure beforehand that a tieup that depends on cooperative effort and promotional materials is a genuine one, to be equally publicized by the motion picture industry and the cooperative merchants involved. They must further make certain that streamers, posters, window cards, etc., are available where the press book says, and in sufficient quantities to stretch further than the first few playdates.

Let's face it. The theatres that can make best use of such tieups are not necessarily among the first houses to play the picture. If the promotional material is exhausted early in the film's lifetime, it has missed just those situations that might have benefited from it the most.

If these conditions can not be met, it would be best to leave the stunt out of the press book entirely or to indicate to the theatreman that he must do the leg work on it himself.

The time has come to fill our press books with more than pretty pictures.

It's time they tell the truth.

GOING UP!

LEAVE IT to those imaginative big city showmen to come up with something new. Walter Reade, Jr., and Rugoff Theatres both are in the process of building a theatre on top of a theatre. These double-decker operations would feature separate pictures in each auditorium.

Ever increasing building expenses and soaring land costs make this an idea that should prove interesting and economical. Congratulations to Reade and Rugoff for a highly provocative experiment.

That's the way to move forward.

CHECK INSURANCE RATES

WE WONDER how many theatremen have reviewed their insurance rates lately, in light of the fact that nitrate film presenting a fire hazard has largely disappeared from the U.S. scene. No domestic product is made with this stock since acetate safety film is in use.

Check your rates, but keep these thoughts in mind. If the

theatre plays foreign films, some may still be coming through on nitrate stock.

Since Eastman Kodak brought safety film to the fore, its use in hospitals, schools, churches, etc., has resulted in simpler booth operation. Theatres too can reap the benefits of this giant step forward.

NEWS CAPSULES



FILM FAMILY ALBUM

Arrivals

A second baby daughter, Nicca Joy, was born in Rome to Mr. and Mrs. Nicholas Ray. The father is the director of MGM's "King Of Kings." Mrs. Ray was choreographer on the film.

John and Virginia Bolte announce the birth of a son, Mark Ellis, on Sept. 27. The father is president of the Bolte Circuit in the Bronx, N.Y., and sergeant at arms for the ITOA.

Gold Bands

Mr. and Mrs. Sol L. Sorkin, Syracuse, N.Y., announced the engagement of their daughter, Lynne C., to Dr. Lawrence C. Miller, Staten Island, N.Y. Sorkin is city manager, RKO Keith's, Syracuse. Both bride-elect and Miller are graduates of Syracuse University.

Obituaries

Fred Bund, Jr., retired Chief of the Army and Air Force Motion Picture Service, died following several months' illness. He had retired in 1958 after being with the Service since 1921. He was born in New York City on June 28, 1896 and was a veteran of World War One. He is survived by his wife.

William Arthur Rush, 65, former Houston, Miss., exhibitor and Allied Theatre Owners manager in the Memphis area, died in a Memphis hospital. He had retired in 1954.

Filmways Moves To MGM

HOLLYWOOD — Metro-Goldwyn-Mayer Inc. and Filmways, Inc., announced that Filmways' west coast television commercial operations will be moved to the MGM lot.

The full facilities of MGM will be used in the production, editing and post-production activities of the television commercials division, according to Martin Ransohoff, Filmways board chairman.

Filmways' home office in New York will continue to service its east coast and European business under the direction of vice-president Fred Raphael, newly appointed general manager, and also will act as a sales office for the television commercial product produced at MGM.

Shades Of The Westerns

SEATTLE—Sterling Theatres Co. is seriously considering plans for converting now empty, dark movie houses into brightly lit and spectacular indoor automatic archery ranges, similar to bowling lanes.

West Coast Engineering, Inc., Seattle, designers of this newest recreational facility in the world, opened the first set of such ranges in Burien, Wash., on Sept. 2.

The automatic feature consists of a push button console at the shooting line which controls the target mats of each lane for any of six different distances, and returns the mats for fast scoring and withdrawal of arrows. The mats ride smoothly and silently on overhead aluminum rails.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., OCT. 9

Meyer Named Head Of Carolina Exhibs

ASHEVILLE, N.C.—H. G. Meyer, Jr., general manager, Past Time Amusement Company, Charleston, S.C., was named president of the Theatre Owners of North and South Carolina at 49th annual convention of the exhibitor groups.

Named vice presidents were Harold Armistead, Easley, S.C.; and W. H. Hendrix, Jr., Reidsville, N.C.

R. E. Agle was elevated to chairman of the board, and the following directors were elected: Charles Abercrombie, J. J. Accardi, F. H. Beddingfield, Kenneth Benfield, H. E. Buchanan, Charles B. Duncan, W. J. Earnhardt, Jack Fuller, J. B. Harvey, Sam L. Irving, H. F. Kinsey, Howard McNally, C. H. Morgan, Ed Pettett, Harry Pickett, Kenneth Richardson, and E. O. Stellings.

Resolutions passed deplored the attempt by distributors to include in their contracts clauses by which they would receive a percentage of admissions for special shows at which their feature is not shown as well as to seek a percentage "on services and commodities;" it urged members to pay the distributor only on the admissions his picture brought in and to strike from the contract any different provisions. Another resolution called upon the American Congress of Exhibitors to get going on its production plans, and pledged the association's support to product ACE might make. The third resolution deplored production, distribution, advertising, and exhibition of nude or obscene pictures.

N.C.A. Unit Restored

MINNEAPOLIS—At a meeting held at the Pick-Nicollet Hotel, here a group of 30 Minnesota exhibitors voted to restore to life the North Central Allied Independent Theatre Owners, an Allied States unit dormant for some time.

President of Allied Marshall Fine and Ben Marcus, Allied States chairman of the board, addressed the meeting and advocated the action. A committee was named to elect a board of directors.



BROADWAY GROSSES

Long Runs Nearing End

NEW YORK—With all hold-over product with the exception of Radio City Music Hall, most houses nearing the end of long engagements had average business, with Radio City and the Paramount doing very well indeed.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"THE HUSTLER" (20th-Fox). Paramount was riding high with \$48,000 anticipated for the second session.

"BREAKFAST AT TIFFANY'S" (Paramount). Radio City Music Hall, with stage show, tallied \$115,000 for Thursday through Sunday, with the opening week sure to hit \$170,000.

"A THUNDER OF DRUMS" (MGM). Capitol reported the second and last week would hit \$10,000.

"THE HONEYMOON MACHINE" (MGM). Loew's State claimed the last two days of the seventh week was \$2,000.

"EXODUS" (UA). Warner announced the 43rd week would be \$12,500.

"SPARTACUS" (U-I). DeMille stated the 53rd, and last, week would be \$12,000.

"THE YOUNG DOCTORS" (UA). Astor registered \$11,000 for the last four days of the seventh week.

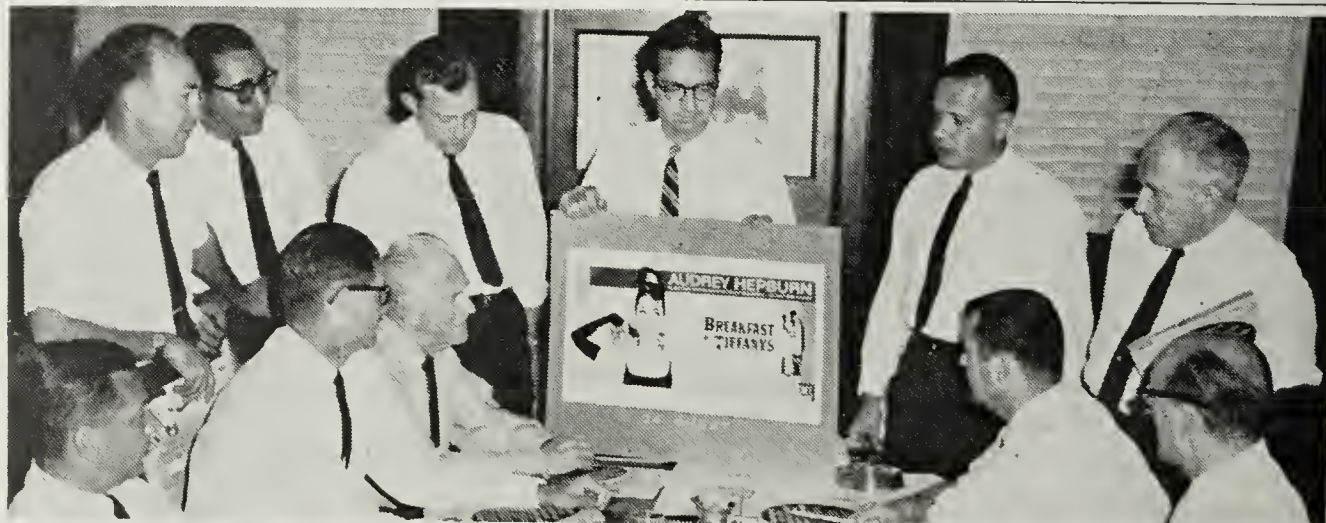
"GUNS OF NAVARONE" (Columbia). Criterion reported \$26,000 for the 17th week.

"FRANCIS OF ASSISI" (20th-Fox). Rivoli tallied \$8,000 for the 11th week.

Interworld Eyes Theatres

WASHINGTON—According to a registration statement filed by Interworld Film Distributors with the Securities and Exchange Commission, the newly formed company may try to buy into one or more film theatres.

The company seeks registration of 106,250 shares of common stock, of which 75,000 are to be sold publicly and the rest by present owners. Interworld was organized under New York law in June to engage in distribution of "quality" foreign and domestic films to theatres and TV, and to engage in other phases of the film and TV industries.



Attending Paramount's recent merchandising forum for the company's field staff at the home office were, seated, left to right, fieldmen Mike Weiss, Everett Olsen, Win Barron, Henry Ehrlich, and Allen Weider; standing, Joseph Friedman, assistant to Martin Davis, director, advertising, publicity and exploitation; Davis; Bernard Serlin, exploitation manager; and Arnold Van Leer.

Stempler Elected President Of TOA

Product Lack, Toll-TV Called Top Problems At New Orleans Meet By Ex-President Pickus

NEW ORLEANS—John H. Stempler, president, Georgia Theatre Company, Atlanta, Ga., will lead the Theatre Owners of America during the 1961-62 year. He was elected the 12th national president of the exhibitor organization to succeed Albert M. Pickus, Stratford, Conn., who served for two terms, at the annual board of directors meeting at the TOA's 14th annual convention and trade show at the Roosevelt Hotel.

A native of Florida, Stempler has for the past several years served as an assistant to the president of TOA. His election, as was the case of all other TOA officers, was unanimous, Pickus said.

Pickus was elected chairman of the board of directors succeeding George G. Kerasotes, Springfield, Ill.

Roy Cooper, San Francisco, was reelected chairman of the executive committee.

The new slate of officers was presented to the board of directors by a nominating committee chaired by E. D. Martin, Columbus, and including James Gaylord, Alabama; Robert W. Selig, California; Arthur H. Lockwood, Massachusetts; David Wallerstein, Illinois; T. G. Solomon, Mississippi; and Mitchell Wolfson, Florida.

At a luncheon session, Pickus, retiring president, said he felt it most important that "we continue to push the film producers and the film companies for more product, because even 50 more pictures a year could change the whole atmosphere of our business; that we really roll up our sleeves and open our pocketbooks for the pay TV fight; that we continue our across-the-table relationship with other branches of our industry, using a business-like approach based on a desire for mutually-beneficial solutions; that we encourage our liaison with the Screen Producers, the MPAA, the Academy of Motion Picture Arts and Sciences.

"Also that we remain adamant in our opposition to all forms of censorship and classification, encouraging Hollywood to make pictures in good taste, and assuming our own responsibility of advising our patrons about the content of forthcoming films . . . that we take a cue from other progressive industries and actively develop and support a program which will make our merchandising methods more effective, and bring us technical advancements in our equipment to the end our patronage may keep pace with the national population growth . . . and that we continue our support of TOA, both at the state and regional levels and nationally . . . Such a program can result only in our continued growth as an organization, progress as an industry, and greater prosperity as businessmen."

In his report to the TOA board of directors and executive committee, Pickus cited the growth of the organization; summarized their dealings on behalf of exhibitors with the film companies, particularly with Universal, Warners, and United Artists; and including clarification of the policy in connection with selling 16mm films whereby such showings will not be in competition with theatres.

Continuing, he said, "We performed a real service for our industry in picking up the plea of the Academy of Motion Picture Arts

Annual COMPO Meeting In New York On Oct. 23

NEW YORK—The annual meeting of the membership, board of directors, and executive committee of the Council of Motion Picture Organizations will be held Oct. 23, at the Astor Hotel here, it was announced by Charles E. McCarthy, COMPO executive vice-president.

An agenda is now being prepared for the meeting, which will start at 10 a.m.

and Sciences for exhibitor help in promoting the annual Oscarcast along with the MPAA and the film company ad and publicity directors committee.

"Our industry faces two major problems," Pickus continued, "more product and toll tv. Hollywood production has picked up in the past 12 months . . . ACE Films represents one of the most constructive steps our industry can take to ease the product shortage, and I hope that this convention will see complete unanimity of thinking among all ACE Films investors . . . When the time comes that ACE Films will need more exhibitor money, it is my recommendation and pledge that TOA be in the forefront to assist . . ."

"Censorship was high on our agenda last year but exhibition came through the 1960-61 state legislative period virtually unscathed . . . With the public pressure on our industry far less than a year ago, TOA has taken a concrete step in facing the censorship problem, with its new Film Content Informational Service."

A. Julian Brylawski, Washington, D.C., chairman of the national legislation committee of TOA, reported that he felt "we have nothing to fear from Congress for the next four or five years on the subject of minimum wage rates as it will take that long for the full effect of this legislation to be fully accomplished and evaluated; but the danger and the problems of minimum wage legislation have only passed Congress to crop up in many states and cities . . . Federal admission tax relief is not being seriously considered . . . The Small Business Administration has been extended, given more money, and authority to include drive-in theatres, but few seem able to qualify for these loans."

Philip F. Harling, New York, chairman of TOA's anti-pay tv committee, reported, "We are awaiting two of the most important legal decisions . . . The Federal District Court in Washington, D.C., is studying the briefs submitted by the Hartford Television Station and Phonovision as well as those submitted by our counsel; and the Supreme Court in the State of Arkansas has under advisement an appeal from a decision rendered by the Public Service Commission which granted Mid-West Video, a cable company, the right to actually operate a cable pay-tv system in Little Rock. These decisions by the courts will determine what our next legal steps will be . . . My message is to carry back to your organizations and to the groups you can reach, to never let up on the pressure but to keep on writing, wiring, or petitioning your Congressmen in any form you think will do the most good to introduce a bill which will make it unlawful for anyone to levy a charge to view a program on a home television set; and, finally, see to it that the Joint Committee against pay tv has the financial means to carry on its works on the national level."

Warners Modifies Kiddie Show Policy

NEW YORK—Exhibition won a point as Warner Brothers modified its position on contract terms regarding the playing of Warner Brothers features at kiddie matinees. Exhibitors had balked at playing films they regarded as unsuitable at such shows and also at the Warners' policy that a percentage of receipts had to be given Warners whether or not the show played such matinee performances.

Charles Boasberg, general sales manager, outlined the new policy in a letter to the American Congress of Exhibitors, Theatre Owners of America, Allied States Association, Metropolitan Motion Picture Theatres Association, Independent Theatre Owners Association, and Southern California Theatre Owners.

The letter states in part, "We have decided to eliminate that part of Article Second of the new Warner exhibition contract which provides that Warner would receive its percentage of the total receipts on all pictures from the opening to the closing of the theatre on each day of the engagement, even though some other picture may be played during part of that engagement in place of the Warner picture booked.

"In the future, this matter will be settled with each exhibitor involved on a picture by picture basis when the contract is negotiated."

Robbins To Europe

NEW YORK—Herman Robbins, chairman of the board, National Screen Service, sailed last week with Mrs. Robbins for a tour of European capitols on the Italian liner Leonardo da Vinci.

Tour is for the purpose of exploring potential avenues of diversification for National Screen Service. Robbins' tour will encompass Italy, France, and England.

Joseph G. Alterman, TOA assistant secretary, presented a safety survey report based on questionnaires recently distributed to all TOA members in cooperation with the National Safety Council. A representative response was sufficient to have all the questionnaires thoroughly analyzed, and it is suggested that a special committee be appointed to review this report and take the appropriate action to cut down accidents.

L. C. Montgomery, New Orleans, moderator, "Showmanship Crusade" sessions, thanked Paul Ricketts, Bob Ferguson, Phil Gerard, and Fred Goldberg for their participation and joined in explaining how exhibitors could cooperate in using some of the tools the film companies are furnishing to exploit product for mutual aid. Montgomery dwelt at length on co-op ad budgets and the exhibitor use of available accessories.

A resolution of condolence and tribute was unanimously adopted and sent to the family of the late Robert B. Wilby, pioneer theatre operator and motion picture executive, co-founder of the Wilby-Kincey Theatres in Georgia, Alabama, Tennessee, Florida, and the Carolinas, a participant 14 years ago when the American Theatre Association merged to become TOA; and an executive committee member of TOA all these years, assuring them its deepest sympathies and assuring them "he leaves a rich heritage of accomplishment, which assures him a permanent niche in our affections."

Columbus Censorship Voted Down; Proponent Seeks Spot On Ballot

COLUMBUS, O.—City film censorship went down to defeat in City Council by a 3-3 vote on the ordinance introduced by Mrs. Golda May Edmonston, lone councilwoman. Councilman William Hoermle abstained, throwing the vote into a deadlock, which automatically killed the measure.

Mrs. Edmonston said she was not surprised at the vote and declared she will begin work at once on getting the issue on the ballot to allow voters to decide the issue of film censorship. She is too late to have the proposal placed on the November ballot.

Hoermle said the public hearing in mid-September on the measure "was the most boring I ever had to sit through." He questioned the workability of the ordinance. "How about the surrounding suburbs without censorship?" he asked. "It would be like adopting prohibition again, but only in Columbus. Patrons simply could go to the suburbs to see films banned in Columbus."

He said the measure might cost the city "from \$200,000 to \$300,000" to set up censorship and enforcement machinery. He forecast that passage of the ordinance might jeopardize approval of a "much-needed welfare levy" on the November ballot.

Mrs. Edmonston retorted that Columbus should take care of its problems and let the suburbs take care of theirs. She admitted that she had no idea of the cost of enforcing censorship and setting up a censor system but said the city could rent projection equipment.

Comments by other council members:

Council President William Hicks: "The majority of Columbus exhibitors are not causing trouble. It's a minority who are profiting from obscenity who forced the issue. I hate to see censorship come but we can't place a dollar sign on morals."

Robert Smith: "No one has the right to profit from obscenity."

Ronald DeVore: "The situation could be controlled by taking action against cashiers, ticket takers, as well as managers at theatres where minors are admitted under prohibited conditions."

Robert Van Heyde: "Censorship is an infringement on individual rights. This censorship ordinance will not stop the showing of these objectionable movies. An economic boycott by the public against this type of movie is the only effective way to meet the problem."

Russell Jones: "I am basically opposed to censorship. I support the film industry proposal for a board of review which would view questionable films and report to city officials if there are violations of the anti-obscenity laws."

In the final voting, Hicks, Smith, and Mrs. Edmonston voted for censorship, and DeVore, Jones and Van Heyde opposed the ordinance.

Col. Int. Ups Two

NEW YORK—Columbia Pictures International executive vice-president Mo Rothman has announced the appointment of Irwin Marks, now manager in Argentina, to be sales assistant in the home office in New York, effective Nov. 15.

Succeeding Marks in Buenos Aires will be Emilio Planchadell, elevated from his post as manager in Uruguay. Planchadell in turn will be replaced by Horacio Hermida in Montevideo.



Virginia Grey, co-starred in U-I's "Back Street," is touring key cities on behalf of the film and is seen here in New York with U's home office executives, left to right, Paul Kamey, eastern publicity manager; Phil Gerard, eastern advertising-publicity director; Jerome M. Evans, eastern promotion manager; and Herman Kass, executive in charge of national exploitation.

First "El Cid" Dates Set Sales Patterns

NEW YORK—John G. Payton has been appointed director of sales promotion for the New York engagement of Samuel Bronston's "El Cid," according to an announcement by Robert Sherman, national director of sales promotions for the film. "El Cid" is slated to open in New York City at the Warner on Dec. 14.

Payton served in similar capacities on other road-show attractions including "Ben Hur" and "Spartacus." For "El Cid," Payton will concentrate on group sales, school promotions, and specialized penetration of the industrial marketing areas.

"El Cid" has been set to open in Miami Beach and Philadelphia on a reserved-seat basis, Morey R. Goldstein, vice president and general sales manager of Allied Artists, also announced.

The Philadelphia engagement is set at the Goldman, and the Miami Beach theatre is the Roosevelt. Both theatres will have their local premieres on Dec. 21.

Howard Newman has been named national publicity manager for "El Cid."

For the past 18 months, Newman served as national director of field activities for Universal's "Spartacus."

Hurlock To AA Post

NEW YORK—Steve Broidy, Allied Artists president, announced that Roger W. Hurlock has become actively affiliated with the studio and has moved into offices on the lot. Hurlock will survey possibilities for diversification of the company's operations and will execute special assignments for Broidy. He has been a member of the Allied Artists board of directors since February, 1958.

Modern Screen Names Editor

NEW YORK—The appointment of Jean Ramer as editor of Modern Screen Magazine was announced by Mrs. Helen Meyer, president of Dell Publishing Co., Inc.

In addition to her new post, Miss Ramer will continue her previous duties editing several other magazines for the firm.

Fabian Ups Ettelson, Schlenger In Shift

ALBANY—Appointment of Adrian Ettelson as district manager of the upstate New York Fabian Theatres was announced by Edward L. Fabian, operating head of the theatre circuits. He succeeds Elias Schlenger, who has been promoted to the post of division manager of the Fabian Theatres in Pennsylvania and Virginia.

Ettelson comes to his new assignment with a long and varied background in the motion picture theatre business. He started his career 25 years ago with his father, who operated several theatres in New Jersey. After managing the Colonial and Allwood in that state, he was appointed district manager of the Fabian Theatres in New Jersey. Six years ago, he was named district manager of the Fabian chain's Staten Island theatres.

Ettelson is married and the father of four children. He is a member of the Variety Club and Rotary. He served four years in the Air Force during World War II and saw action in the Pacific area.

The theatres under his supervision will be the Palace, Albany; Proctors, Troy; Proctors, Plaza, and State, Schenectady; Cohoes, Cohoes; and the Mohawk, Saratoga, and River-View Drive-In.

The above changes have been brought about by the forthcoming retirement (after the first of the year) of Louis R. Golding, who has been Fabian Theatres general manager for the past 17 years. Golding came to the present Fabian chain in 1934 as upstate New York division manager. Prior to that he had been with the original Fabian chain in New Jersey.

Percentage Suits Filed

ABINGDON, VA.—T. D. Field, Sr.; Clinch Valley Theatres, Inc.; Field Theatres Corporation; Koltown Theatres, Inc.; Moonlite Theatres, Inc.; St. Paul Theatres, Inc.; Salt Theatres, Inc.; Trail Theatres, Inc.; and Beacon Theatres, Inc., were named as defendants in eight percentage suits filed in the Virginia circuit court here.

Separate suits were filed for Allied Artists, Buena Vista, Columbia, Metro-Goldwyn-Mayer, Paramount, 20th-Fox, United Artists, and Universal involving eight theatres in Virginia and one in Tennessee.

William A. Stuart of the law firm of Penn, Stuart, and Phillips, Abingdon, and Archibald G. Robertson and Lewis T. Booker of the Richmond law firm of Hunton, Williams, Gay, Powell, and Gibson represent the distributor plaintiffs in association with the law firm of Sargoy and Stein of New York.

SW Reviews Operations

NEW YORK—The regular quarterly review of theatre operations took place last week at the Stanley Warner offices with the top executives of the company analyzing every aspect of theatre business with each zone manager individually.

S. H. Fabian, president; Samuel Rosen, executive vice-president; Nat Lapkin, first vice-president; Harry M. Kalmine, vice-president and general manager of the theatres; W. S. McDonald, vice-president and treasurer; and Nat D. Fellman, head film buyer, participated. The zone managers here for the conferences were Herbert Copelan, mid-west; Frank J. Damis, Philadelphia; Harry Feinstein, Pittsburgh; Charles A. Smakwitz, Newark; and James M. Totman, New England.

Canadian Exhib Wins Pepsi-Popcorn Contest

NEW YORK—Ivan Ackery of Vancouver, BC, Canada, won a trip to Europe for two by topping a field of 19,000 competitors in the first annual "Pepsi 'N Popcorn" contest for theatre managers in the United States and Canada, it was announced by Norman Wasser, Pepsi national sales manager. Ackery is manager of the Orpheum, Vancouver.

Robert L. White, manager, Majestic, Dallas, finished second in the 20-prize promotion contest which was based around Pepsi and Popcorn as "go-togethers" during the month of July. White won a 1961 Dodge Lancer compact station wagon; eight contestants received \$100 Savings Bonds, while 10 others were awarded \$50 saving bonds.

Ackery's scrapbook presentation of imaginative promotion ideas, ingenuity, and sales results was judged the best by a panel of experts. Contestants had until Sept. 1 to submit a scrapbook or folder illustrating everything they did to stimulate Pepsi and Popcorn as go-togethers.

The judges were Russell Fifer, executive director, National Association of Concessionaires; James McHugh, editor, Amusement Business Weekly, and Phyllis Haeger, public relations director, Popcorn Institute.

In addition to the free trip to Europe for two aboard Irish International Airlines, Ackery will receive \$500.

The winners of \$100 savings bonds are Ralph Batschelet, Fox Mayan, Denver; John H. Echols, Nevada Drive-In, Las Vegas, Nev.; Robert M. Apple, Fox, San Francisco; Glenn Allen, Fort Wayne Drive-In, Fort Wayne, Ind.; Paul C. Amick, Orpheum, Wichita, Ka.; Charlie Doctor, Capitol, Vancouver, BC; Tom J. Mitchell, Paramount, Baton Rouge, La.; and Murt Makins, Admiral, Bremerton, Wash.

The \$50 winners are Ann De Ragon, Strand, Plainfield, N.J.; Charles E. Carden, Palace, Fort Worth, Tex.; Richard Goldsworthy, Everett, Wash.; Jim Langford, Crest and 52 Drive-In, Clinton, Mo.; C. L. Sweeney, Odeon, Toronto, Can.; Ted Steinberg, Palace, Dallas; Herman Kersken, Paramount, Oakland, Calif.; Tony Todora, Village, Dallas; Walter Holt, Tower Outdoor, Kaukauana, Wis.; and Raymond B. Jones, Worth, Fort Worth, Tex.

Jaffe Heads Charity Drive

NEW YORK—Barney Balaban, president of Paramount, and honorary trustee of the motion picture division of Federation of Jewish Philanthropies of New York, announced that Leo Jaffe, first vice-president and treasurer of Columbia, has agreed to again serve as chairman of the forthcoming drive in the industry. Jaffe headed the drive last year which was successful in reaching the highest level of achievement since 1946.

Balaban also advised that Harry Mandel, president of RKO Theatres, has agreed to act as associate chairman.

Balaban and Jaffe advised that a luncheon will shortly be held with top executives in all phases of the industry at which time, plans will be formulated for the forthcoming campaign.

Marshall Heads AIP Branch

MINNEAPOLIS—William J. Marshall has been appointed American International Pictures branch manager for the AIP Minneapolis exchange, according to Leon P. Blender, vice-president in charge of distribution. Marshall replaces Bernard J. McCarthy, who has resigned.

MPAA Board Allows PCA To Approve Sex Aberration Theme In New Films

Broad Research Program Urged For Film Makers

HARTFORD, CONN. — "Despite the American film industry's tremendous growth, and impact on the world's cultural arts, there continues the amazing paradox of too little market research to guide film-makers," Allen M. Widem, Hartford Times theatre editor-columnist, remarked on WHCT-TV's "Syllabus" program.

"Hollywood, for example, continues to make umpteen 'goon' or horror-science-fiction efforts every year, yet never takes the trouble to see if the country is receptive to such repetitious patterns."

N.C. Exhib Suing Newspaper For Libel

CHARLOTTE — The North Carolina Supreme Court has denied a writ of certiorari on a defense demurrer that Robert E. Schrader, manager of the Visualite, has no case in his \$150,000 libel suit against a local newspaper in connection with its editorial comment on a trial in which he was acquitted of showing an obscene film.

The demurrer, filed by the Knight Publishing Company, publisher of The Charlotte Observer, and C. A. McKnight, editor of the paper, was denied by Superior Court Judge Susie Sharpe. The defendants then appealed to the Supreme Court to overrule Judge Sharpe, but the higher court declined to hear the motion.

Other pretrial litigation has been completed with a hearing of a motion in Mecklenburg County Superior Court on a motion by the defendants to strike out part of the complaint, and indications are that the case will go to trial during October or early November.

Schrader is seeking to recover \$100,000 actual and \$50,000 punitive damage as a result of the editorial in the Observer for which he alleges McKnight was partially responsible.

The editorial was published after Schrader's trial and acquittal in City Recorder's Court on an obscenity charge in connection with the showing of the film, "Sun Lover's Holiday," which depicts life in a nudist camp. Since that case, another local theatre operator has been acquitted in a similar test of North Carolina's obscenity law, and a third such case was not prosed.

West Sweeps UA Drive

NEW YORK—United Artists' 10th anniversary Drive, which ran from Jan. 8 to July 1, 1961, was won by the company's Los Angeles, Seattle, and Salt Lake branches, in their respective groups, it was announced by James R. Velde, UA vice-president in charge of domestic sales.

Runners-up in their individual groups were the Dallas, Kansas City, and Milwaukee branches, while the Jacksonville, Denver, and Minneapolis offices took third place money in the six-month sales drive.

Al Fitter led in the division category, and Ralph Clark captured first prize in the district classification.

NEW YORK—The board of directors of the Motion Picture Association of America, in response to a request from the Production Code Administration to interpret a provision of the Production Code, paragraph III. 6., announced the following ruling:

"It is permissible under the Code for the Production Code Administration to consider approving references in motion pictures to the subject of sex aberrations, provided any references are treated with care, discretion, and restraint, and in all other aspects conform to the Code.

"The ruling in no way opens up the Code to irresponsible or immoral or indecent themes or treatment.

"The board feels that, under the Code, the matter may be handled as acceptably, as morally, as in the other media of expression . . . radio and television, newspapers and magazines, books and plays . . . all media that appeal, as do motion pictures, to large and diverse audiences.

"Time and again these other media have demonstrated that the matter can be dealt with responsibly and without offense.

"Under the ruling today this is the way the matter will be dealt with in motion pictures approved by our Production Code Administration."

The Production Code Administration is the body which is in charge of the industry's voluntary system of self-regulation. This machinery assures that Code-approved films will meet established standards of morality and decency.

The board is the final authority on the Code and its opinion was sought by the Production Code Administration because story properties submitted to the PCA had raised questions about how the Code was to be interpreted.

Last June 21, Geoffrey M. Shurlock, Code Administrator, presented the problem to the board in a letter to Eric Johnston, president of the Motion Picture Association of America and chairman of the board of directors.

In his letter, Shurlock pointed out that from the information available to the PCA, the stories submitted "appear to be treated with moral considerations and in a manner called for by the spirit and the general intent and purpose of the Code," and added:

"Most of these screen stories are taken from well-known books and plays that have been acclaimed alike by the critics and by the public."

In the intervening months since receipt of Shurlock's letter, the board's committee on self-regulation has devoted considerable time to a study of the question. This committee recommended the ruling that was adopted by the board.

Films cited by Shurlock included "The Devil's Advocate," "Advise and Consent," "The Best Man," and "Freud."

Exhib Fights Censor Law

LOS ANGELES—Suit was brought in Federal Court here by the Holly Oaks Theatre Corporation and its general manager Harold E. Wenzler to enjoin Pasadena Municipal Court from carrying out a sentence against them on the grounds that the Pasadena film censorship ordinance under which they were convicted is unconstitutional, and that the original ordinance has since been amended.

Ground Broken For Three Theatres In Booming, Filmless Mich. City

LIVONIA, MICH.—It was in 1946 that the last indoor theatre was built in Michigan—and that probably goes for other states on its boundaries and Canada.

Since then, perhaps a hundred houses in the state, due to shifting population and deterioration of business, have been shuttered. Now comes a heartening, up-beat story.

On one single day it was announced ground had been broken for three plush, new indoors here, which will have an aggregate seating capacity of 4,500.

To understand this sudden massive move, it must be realized that a decade ago Livonia was a rural, sleepy dot on the map. The last census revealed, to universal amazement, that in the past 10 years, Livonia which has no movie houses, and lies 20 miles away from downtown Detroit, had become the fourth largest community in Michigan.

For two years, Nicholas George, operator of Detroit drive-ins, and associates has been working with the J. L. Hudson Co. to assemble a 22 acre plot for a comprehensive development. Hudson, next to R. H. Macy in New York, is the largest single department store in the United States. In the past five years, it has built Northland and Eastland, shopping centers in the suburbs, at a cost of 50 million dollars each. It now has in contemplation Westland in Livonia, so its interest in creating traffic can be understood.

George's new house, which will be ready about April 1, will be called the Mai Kai. This is Polynesian for "The Finest," and, as might be expected, the decor inside and out, will be South Pacific in theme.

The Mai Kai is actually two theatres. One will seat 1,600, the other 1,400. This primary structure will be the key building in a five million dollar development.

A theatre man's dream—especially for evening shows—will be decentralized parking for five thousand cars, or more than triple the seating capacity of the combined houses. All this space will be lighted, and connected to the theatre by sheltered walkways.

The spacious seats will be staggered so no viewer's sight of the screen will be obstructed. Equipment includes screens taking the widest systems, and Todd-AO's latest "bug eye" lens for 70mm. The air conditioning system will purify the air from pollen. A mechanical room will pinpoint air conditioning for both auditoriums.

Negotiations are under way to include a dining room and lounge, also Polynesian in motif.

The opening will coincide with the 20th anniversary of George's entering show business.

Less than one mile away, bull-dozer are busily scooping ground to prepare for the foundations of another house, 1,500 seats, as yet unnamed, with completion beamed at March 1.

While not many details have been released, it is known that this too will be a luxury house complete with 70mm. There will be ample, lighted, periphery parking.

The builders and operators of this project are the principals of Detroit's second, third, and fourth largest circuits.

Adolph and Irving Goldberg are the proprietors of Community Theatres, a prosperous operation of four hard tops and four airers. Eugene and Richard Sloan's circuit includes the Mercury, Detroit's one consis-



James R. Velde, United Artists vice president in charge of domestic sales, right, is seen with Milton E. Cohen, UA's newly appointed national director of roadshow sales, and George Beatty, William Goldman Theatres, Philadelphia, at a special showing of Stanley Kramer's "Judgment At Nuremberg" at New York's RKO Palace.

Seven Arts Names Katz

NEW YORK—Norman Katz has been appointed vice-president in charge of foreign operations for Seven Arts Associated Corp., it was announced by Eliot Hyman, president.

Katz will be responsible for all theatrical and television distribution of Seven Arts product outside of the United States and Canada. He will headquarter in London. Katz, a veteran sales and production executive, both in television and motion pictures, formerly was vice-president in charge of foreign operations for Television Industries.

Prior to joining Television Industries, he was director of foreign operations for United Artists Associated and United Artists Television.

Shartin Joins MGM

LOS ANGELES—Arnold Shartin has been named branch manager here by Robert Mochrie, Metro-Goldwyn-Mayer's general sales manager. He replaces Thomas Aspell, who resigned last month. Shartin's most recent position was branch manager for Paramount.

tent neighborhood first-run outlet. Lew Wisper and William M. Wetsman operate a theatre and real estate empire.

These are all hard-headed businessmen, who are where they are because they are not interested in peanut situations, and have demonstrated over the years they know how to run motion picture houses profitably through good times and bad. The new investments, which will doubtless total to seven figures, are a pretty good indication of their confidence.

Said Adolph Goldberg: "We're building this theatre because we have faith in the industry, and faith in the future of Livonia." He and twin brother Irving have said they expect to expand their circuit in the near future.

The Mai Kai was designed by Bennett and Straight, Inc., architects and engineers. The un-named house is the work of well-known theatre architect Theodore Rogvov. Construction is being undertaken by Eugene Sloan, who in the past built many theatres.

Drive-In Double Bill Draws Censor's Fire

AMARILLO, TEX.—"Poor White Trash" coupled with "The Young One," booked to run day and date on four screens in three drive-ins here, came under fire by the local Better Movies Committee. Two scenes were cut or altered from "Poor White Trash" before it opened at the Tascosa, Trail, and Twin Drive-Ins, where the films were to be shown to adults only.

The scenes deleted from "Poor White Trash" dealt with rape and adultery. No scenes were deleted from "The Young One," which ran intact.

LaRoy Doyle, city manager of the theatres operated by the Crossroads Co., arranged for a special showing in the tower screening room of the Tascosa prior to the opening for the sheriff, county attorney, the assistant police chief, a peace justice, and two ladies representing the Better Movie Committee after strong protests were voiced against the regular showing.

A prior showing was held here in 1958 of "Poor White Trash" as a second feature, with no deletions. But the current showing had a full advance campaign on radio, television, and newspapers. It was this advertising that resulted in the committee voicing the complaints against the showing.

The same news media made full reports, following the special screening, including quotes from the reviewers, ranging from indecent and real "trash" to the judge's comment that removing the scenes made the film border on the illegal, since "what you have left is a cheap, second rate movie." He referred to the advertising material which had already described the picture as a shocker. But the campaign continued as before, with the newspaper coverage of the censorship on the facing page from the ads.

The adverse publicity had no effect on the local moviegoers. Even though the weather was cool after the coastal hurricane activities, the three drive-ins had capacity business each of the four nights it ran at advanced prices.

Alex Gilbert is manager of the Tascosa; Kenneth Mohny is in charge of the Twin; and B. W. Shelton is the Trail manager.

A year ago, the downtown State had a situation whereby local authorities not only picked up the print during a sex film showing and arrested the manager, but went beyond the usual process in such cases by also taking the projectionist, cashier and concession stand operator into custody.

MGM Names Ebert

NEW HAVEN—Otto N. Ebert has been named New Haven branch manager by Robert Mochrie, Metro-Goldwyn-Mayer's general sales manager.

Ebert has been associated with Universal Pictures in Detroit and formerly was Detroit and Boston branch manager for RKO Radio.

He succeeds Raymond Cairns, who filled the post on a temporary basis. Cairns continues as a salesman in New Haven.

Bader Joins Intercontinental

NEW YORK—Irving Wormser, president of Intercontinental Television, Inc., announced that David Bader, industry veteran, has joined Intercontinental Television to serve as national sales manager, working with John Leo, vice-president of Intercontinental.

Bader comes to Intercontinental after seven years as general sales manager of Atlantic Television, Inc.



Shirley MaLaine and Yves Montand, co-starring in the Steve Parker film, "MY GIESHA."



John Wayne and Red Buttons in a scene from Howard Hawks' production, "HATARI."



Jerry Lewis as "THE ERRAND BOY."



William Holden, starring with Lilli Palmer in Perlberg-Seaton's "THE COUNTERFEIT TRAITOR."

Ammo For Optimism Provided By Para.

Paramount Pictures provides ammunition for exhibitor optimism with an impressive lineup of top productions currently completed, nearing completion, and on the studio drawing board.

The program is a varied one, featuring comedy and drama, music and adventure. An impressive array of artists, both before the cameras and behind it in production or directorial capacities has been brought together under the Paramount banner. The results of their efforts should mean happy action at the boxoffices of the world.

In addition to the seven Paramount features illustrated on this page, readers can find vital statistics on other pictures coming from Barney Balaban's boys in the colorful product announcement in this issue. The names are there, and so are the properties.

It's hardly a new thought, but indications are that in an increasingly competitive entertainment market, business is as good as the crop of pictures being shown. Paramount is indicating its faith in the future in the most positive way possible—via an ambitious, expensive production program of motion pictures designed for showing in the world's theatres.

Exhibitors are looking forward to receiving these fruits of Paramount's labor.



Glamorous Stella Stevens, who co-stars with Bobby Darin in the John Cassavetes production, "TOO LATE BLUES."

Elvis Presley and Joan Blackman in Hal Wallis' "BLUE HAWAII," in Technicolor.

Laurence Harvey and Geraldine Page in Hal Wallis' drama, "SUMMER AND SMOKE."





The NEW YORK Scene

By Mel Konecoff

PICTURES, PROMOTIONS, AND PAPAYA: The other morning, distributor Joseph E. Levine, producer Martin Ransohoff, star James Garner, and director Michael Gordon insisted on talking about their forthcoming film, "Boys Night Out," which stars Kim Novak, Garner, Tony Randall, Gig Young, Janet Blair, Patti Page, Jessie Royce Landis, Howard Morris, and Anne Jeffreys.

The comedy in CinemaScope and Technicolor goes into production Oct. 23 with a budget of \$3,500,000, and it should be ready for openings the world over next Easter with a possible running time of 113 minutes. MGM will distribute. Levine termed this his first "planned comedy."

Gordon, who directed "Pillow Talk," opined that actors, directors, and others in Hollywood recognized the need for going out on promotion tours on behalf of films these days. He did this on "Pillow Talk" and found people everywhere were interested in films and their making.

Levine said he wants exhibitors to know what's going on at Embassy, and therefore the film will be plugged throughout its production and right up to its openings at Easter. Regarding the premieres, Levine has always wanted to open a film simultaneously in the principal cities of the world, and this looks like it could be it. He visualized chartering a plane to try and cover as many of these dates with as many personalities in the film as will be available.

Levine opined that there hasn't been enough promotion abroad for American pictures, which is probably one reason why some film makers never get their negative costs back. The market has been such that more than 50 per cent of a film's returns come from abroad, and this is certainly reason enough why promotion abroad should not be neglected, said Levine, nor will it on any pictures he turns out.

Garner noted that he and other actors signed contracts to do the film based mainly on a short story outline. In connection with this, Gordon said that the signing of actors for the major parts prior to having a finished script simplified the filming somewhat because the writer was now able to slant certain dialogue and situations to fit the characteristics of the individual cast members.

Just to show you how on the ball that Embassy crew are, Ed Solomon, vice-president in charge of advertising and publicity matters, says that everything has already been set in the way of merchandising, promotions, and even advertising schedules and layouts. Such efficiency.

TRIBUTE AND LUNCH: The best time of the day to pay tribute is lunchtime. (That line seems to gain something in the writing.) Anyhow, distribution turned out enmasse to pay tribute to Harry Mandel, president of RKO Theatres, upon conclusion of the drive in his honor which ran from June 14 to Sept. 15 with wonderful results in the words of Matty Polon, executive vice-president of the circuit, who was chairman of the luncheon held at the Park Sheraton last week and attended by managers of the circuit and home office executives.

Congratulatory wires were received from those executives who couldn't make the session. Albert A. List, chairman of the parent company, Glen Alden, was very pleased with the drive and Mandel's operation, while Mandel was overcome with the tribute paid him by his associates.

A nice luncheon.

Winners included division managers Sig Wexo and Jay Golden. First prizes went to in town manager Lou Grossman, Madison, and assistant manager William Bielm, Coliseum, and out of town manager Bill Hastings, Denver, and assistant manager Lawrence Blanchard, San Francisco.

CANADIAN Highlights

By Harry Allen, Jr.

EXHIBITORS in the Maritime provinces were told they would have to fight if they wanted to protect their investments and the jobs of their employees. The only way exhibitors can stay in business, E. G. Forsyth, chairman, National Committee of Motion Picture Exhibitors, told a convention of the exhibitors, is to see that such items as amusement tax and censorship end, along with the institution of Sunday movies.

"None of these things which we would like to see happen will result unless the exhibitors themselves and the people who are concerned with their jobs in the industry, get out and do something about it," he said.

Forsyth told the exhibitors they should do away with censorship, "this vestige of adolescence." He said that anyone would think the industry had invented sex, a subject written about for 5,000 years. "I believe in the basic good sense and taste of the public and not the regulation of millions of people through the opinion of one or two men and women."

The public, he said, doesn't have the "freedom of choice" to see a movie in a motion picture theatre the same day that they can watch a movie on TV. "This is hypocrisy and discrimination."

He said Sunday films don't worsen the working conditions of employees. "It will help to improve them and help to provide additional employment opportunities."

(Continued on page 21)

Will Rogers Hospital Extends Research

SARANAC LAKE, N.Y.—The appointment of Dr. L. Fred Ayvazian as the new medical director at the entertainment industry's Will Rogers Hospital and the launching of an intensified program of research in cardio-pulmonary diseases, has been announced by A. Montague, president of Will Rogers Hospital, and executive vice-president of Columbia Pictures.

Dr. Ayvazian succeeds Dr. George E. Wilson, who has retired after 27 years of service to the Will Rogers Hospital. Dr. Ayvazian retains his academic appointment as associate professor of clinical medicine at N.Y.U. under a plan to expand the clinical and research activities at Will Rogers. The plan embodies cooperation between Will Rogers Hospital and N.Y.U. Medical School in student and resident training.

Will Rogers Hospital has been operated by the amusement industry for some 34 years for the care and treatment of all chest diseases of that industry's employees at all levels. No charge is made to patients.

Throughout most of its history Will Rogers has concentrated on treating pulmonary tuberculosis, but in the past 10 years it has been expanding its work to include all the diseases that attack the human chest. Though in the past dozen years tuberculosis has become less formidable due to efficient chemotherapy and research, it still remains a major medical and public health problem. As the threat of tuberculosis diminishes, other chronic chest diseases draw the attention of the medical profession in the United States. Principal among those currently demanding study is emphysema, sometimes diagnosed as chronic bronchitis, or asthma, or "Old Age" symptoms.

Inflight Appoints Skouras

NEW YORK—Daniel P. Skouras has been named operations coordinator for Inflight Motion Pictures, it was announced by David Flexer, president of Inflight.

Skouras joins the new jet aircraft first-run motion picture service with a full background of experience in the film industry. In 1958, he joined the United Artists foreign sales department. In 1960, he was named assistant to Seymour Poe at Film Producer Representatives, Inc.

Inflight Motion Pictures is currently operating its first-run pre-release film service on the transcontinental and international routes of Trans World Airlines.

New D-I For Blumenfeld

SAN FRANCISCO—Abe Blumenfeld announced a contract was awarded for the construction of a 1,000 car drive-in on a 14 acre parcel of land north of San Rafael, Marin County, Calif.

Modern in every respect, designed by William B. David and associates of San Francisco, the cost will be excess of \$400,000, and it will be ready for spring operation.

Blumenfeld Theatres, with the main office in San Francisco, operates a chain of 30 theatres in northern California as well as six bowling alleys and several shopping centers.

Olson In New UA Post

NEW YORK—Carl Olson, formerly UA branch manager in Minneapolis, has been promoted to the newly-created position of assistant to the general sales manager's office, it was announced today by James R. Velde, UA vice-president.

GUARANTEED
FROM

PARAMOUNT

FOR A
GOLDEN
SHOW
SEASON,
1961-62!

Gilt-edged ingredients—the best producers, stars and directors — have come together at Paramount to make films of such built-in values and peerless qualities that they may truly be described as guaranteed. These choice entertainments are solidly backed by the creative Paramount merchandising that time and again has led the motion picture industry to new paths of showmanship.

GILT-EDGED FROM PARAMOUNT FOR



AUDREY HEPBURN
in
**BREAKFAST
AT TIFFANY'S**

CO-STARRING
GEORGE PEPPARD
A Jurow-Shepherd Production
TECHNICOLOR®



LAURENCE HARVEY · GERALDINE PAGE in

**Summer
and
Smoke**

Hal Wallis' production of Tennessee Williams' play
TECHNICOLOR® and PANAVISION®

GOLDEN SHOW SEASON, 1961-62!!!

ELVIS PRESLEY

in

**BLUE
HAWAII**

A Hal Wallis Production
TECHNICOLOR®
and **PANAVISION®**



JERRY LEWIS as
**THE
ERRAND
BOY**

A Jerry Lewis Production



GILT-EDGED FROM PARAMOUNT FOR

WILLIAM HOLDEN · LILLI PALMER

in

The Counterfeit Traitor

A Perlberg-Seaton Production
TECHNICOLOR®



SHIRLEY
MACLAINE · MONTAND
EDWARD G.
ROBINSON · CUMMINGS

YVES

BOB

in

My Geisha

A Steve Parker Production
TECHNICOLOR® and WIDE SCREEN



GOLDEN SHOW SEASON, 1961-62!!!

JOHN WAYNE · HARDY · RED
WAYNE · KRUGER · BUTTONS
ELSA MICHELE
MARTINELLI · GIRARDON

in
HATARI!

Produced and Directed by Howard Hawks
TECHNICOLOR®



BOBBY DARIN
STELLA STEVENS

in
**TOO LATE
BLUES**

A John Cassavetes Production



...And the GILT-EDGED productions will keep

FOREVER MY LOVE

starring

ROMY SCHNEIDER
KARL HEINZ-BÖHM
An Ernst Marischka Production

THE MAN WHO SHOT LIBERTY VALANCE

starring

JAMES STEWART · JOHN WAYNE
A John Ford Production

WHO'S GOT THE ACTION

starring

DEAN MARTIN · LANA TURNER
A Jack Rose Production

SIEGE OF SYRACUSE

starring

ROSSANO BRAZZI · TINA LOUISE
A Glomer Film Production in cooperation
with Galatea Films · TECHNICOLOR®

SYLVIA

starring

PAUL NEWMAN
A Martin Poll Production

ROUSTABOUT

starring

ELVIS PRESLEY
A Hal Wallis Production

Rolling your way in '62 from PARAMOUNT !!!

ESCAPE FROM ZAHRAIN

starring

YUL BRYNNER · SAL MINEO
MADLYN RHUE

oland Neame Production · COLOR and PANAVISION®

A GIRL NAMED TAMIKO

starring

LAURENCE HARVEY
FRANCE NUYEN

A Hal Wallis Production

THE EASTER DINNER

starring

CHARLTON HESTON
ELSA MARTINELLI

A Mel Shavelson Production

HELL IS FOR HEROES

starring

BOBBY DARIN · STEVE McQUEEN
FESS PARKER · HARRY GUARDINO

A Henry Blanke Production

MY SIX LOVES

starring

DEBBIE REYNOLDS

THE IRON MEN

starring

SIDNEY POITIER · CLAUDIA CARDINALE

A Martin Poll Production
in cooperation with Galatea Films

..And
many more
in the
planning
stage
at



PARAMOUNT

DECISION AT DELPHI • THE HOOK
NO BAIL FOR THE JUDGE
NIGHT WITHOUT END • REUNION
I'M NO ANGEL • THE STEPMOTHER
CARNET DE BAL • AFFAIR IN ARCADY
THE WINSTON CHURCHILL STORY
MISTRESS OF MELLYN • IT'S MURDER
DEAR AND GLORIOUS PHYSICIAN
VILLA MIMOSA • CLIMATE OF LOVE
COME BLOW YOUR HORN

RKO Climaxes Drive With Managers' Meet

NEW YORK—The RKO Theatres' President's Drive to honor Harry Mandel which was launched last June 14 and continued through Sept. 15, came to a climax at the Park Sheraton Hotel with an all day merchandising meeting set up for the RKO metropolitan area theatre managers, division managers, and motion picture company representatives.

During the meeting, merchandising forums were held with representatives of Embassy Pictures, Universal-International, 20th-Fox, and Warner Brothers discussing their coming products.

Mandel; Matty Polon, vice president and chief film buyer; Thomas Crehan, assistant to the president; Fred Herkowitz, national director of advertising and publicity; division managers Michael Edelstein, Charles Oelreich, Sigurd Wexo, and Edward Sniderman; and all the managers of the RKO theatres in the metropolitan area were in attendance.

Mandel said, "I am a firm believer in the constant 'week in and week out' merchandising of our attractions, and to that end we have taken every opportunity to set up our own get-togethers and meetings with the various film companies. This will be the 12th so far this year. In addition to those with the aforesaid picture companies, meetings have been held with Paramount and Columbia Pictures." Mandel further stated that he "is gratified by the splendid, wholehearted cooperation extended by all the film companies."

Highlight of the day was the president's dinner, a gala RKO family affair with wives attending, held at the Park Sheraton in the evening.

Fox Promotes Two

NEW YORK—John Peckos, 20th-Fox Boston sales manager has been named to head the company's branch office in New Haven, replacing Bennett Goldstein, who will move to the branch managership in Cincinnati, it was announced by Glenn Norris, general sales manager.

Goldstein, who last year was promoted from the Philadelphia sales manager post to the branch chief in New Haven, replaces Cincinnati manager Ira Sichelman, who recently resigned his position.

Vitalite Adds Field Reps

NEW YORK—In keeping with recently-drawn plans for greatly increased activity in the distribution of its product, Sig Shore, president of Vitalite Films, is embarking on a protracted national tour to beef up the company's current field organization and to establish new outlets in a number of cities where Vitalite has not had direct representation.

SW, Goldman Agree To End Phila. Bidding

PHILADELPHIA—It was learned last week that an agreement had been reached between Stanley Warner Theatres and William Goldman Theatres which will eliminate bidding for first-run product in Philadelphia.

Stanley Warner operates the local Stanton, Stanley, Boyd (primarily used for road shows), and the Palace (sometime first-run). Goldman operates the Randolph, Goldman, and Midtown.



LONDON Observations

by Jock MacGregor

A TRIP to a film studio is the most cherished ambition of so many moviegoers to say nothing of many members of the trade. However, the studio gates are generally kept closed, and one must really query how many producers are not extremely short sighted in this matter. Of course, the number of visitors has to be controlled, but the good will and publicity that can result is many times greater than the inconvenience, if any, caused.

One very successful visit has been engineered by Walt Disney Productions. With the pre-release of "Parent Trap" coming up at Brighton, a contest was run in connection with the local paper to find two youngsters most resembling Hayley Mills. The two winners with their mothers, Len Harris, manager, Brighton Odeon, and the local columnist were invited to the studios.

The party was photographed leaving Brighton Station, and this was published in that day's edition. A double page spread comprised stories and pictures of the studio tour during which they visited "The Castaway" set to meet Hayley Mills, Maurice Chevalier, and other stars. This cooperation between the producers and distributors must have given the exhibitor a terrific shot in the arm and an invaluable boost to the picture.

I SEEM to have spent an awful lot of time at Metro House recently. There has been a steady flow of MGM artists and personalities, and each has been regaled in style. On Monday, the press boys were invited to meet Steve McQueen who is filming "War Lover" for Columbia, to boost "The Honeymoon Machine." On Tuesday, following the press show of "Murder She Says," which goes out on release with "Machine" as a double feature unit program, Margaret Rutherford, producer George Brown, and others connected with the film were on hand. On Wednesday it was the turn of producer Lawrence Weingarten who was concluding an eight week tour of Europe and the Middle East and was checking on the selling of "Machine" and "Ada" here before returning to the States to get cracking on "Period of Adjustment" and "The Travels of Jaimie McPheeters."

THE TRADE PRESS meeting with Jonas Rosenfeld and Bob Ferguson had to be canceled, but I caught up with them dining with Ken Hargreaves and Alan Tucker at the White Elephant Club, which now has almost an exclusively movie patronage. They had all been to Rome to see the rough cut of "Barrabas" and were highly delighted with what they had seen.

At another table I renewed acquaintances with Milton Rackmil, who was here on a short visit. Others present included 20th-Fox's Bob Goldstein, producer Helen Winston, Sammy Davis, Jr., Peter Finch, and Charles Behr, Geoff Martin, Theo Cowan, and Derek Coyte from Rank. It is a great place to talk shop and wine and dine reasonably in luxurious surroundings. . . . Colan MacArthur hosted a Cafe Royal reception for W. H. Jamieson who used to be his publicist and now heads the Rank operations in South America. He is home for a vacation and business talks. Stuart Levy, Michael Green, Max Setton and other independent producers whose pictures go through Rank in this territory, came along to wish him well. Also present were Arthur Watkins and Andrew Filson, representing the British Film Producers Association and the Federation of British Film Makers, respectively. The room was gaily decorated with "Jamie's" Latin American movie posters. . . . Back from the U.S. is Walter Shenson, who was delighted with the New York sneak previews of his British comedy, "A Matter of WHO." This picture has been rushed into the Coliseum to replace "Black Tights," which did not make the grade, and will hold the fort until the "King of Kings" opens next month. And talking of business; just try and get into see "A Taste of Honey" or "Victim" without queuing. They are really coining the money. . . . Rank Film distributors and NSS have combined to make their first 70mm trailer in this country for Samuel Bronston's "El Cid," which will open in Super Technirama-70 at the Metropole, Victoria, on Dec. 6.

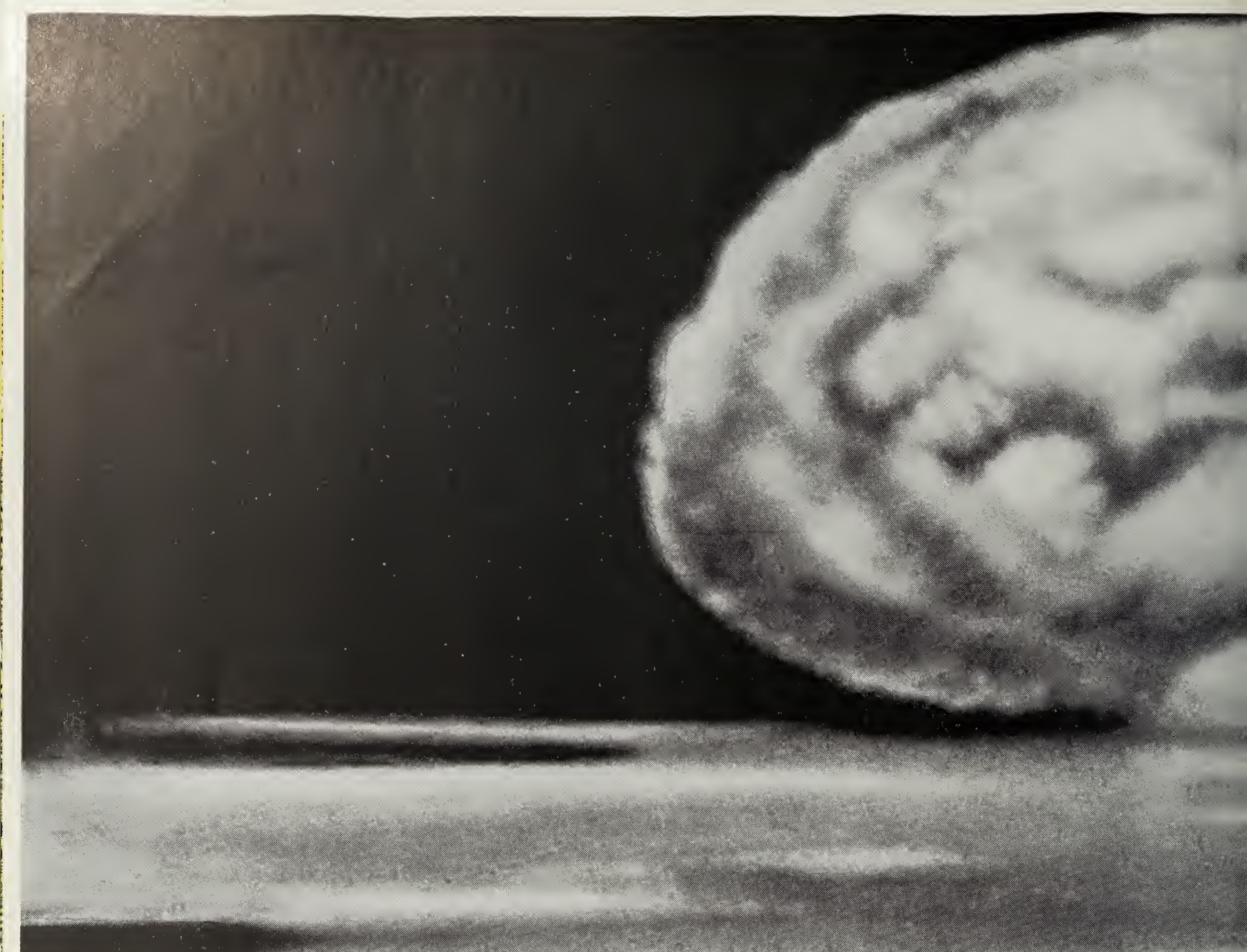
CANADA (Continued from page 12)

He pointed out that 1,000 people in the Maritime provinces depend on a million dollar payroll in the theatres whose future will be spoiled if "the excessive tax that cripples this industry" is not removed. He claimed that if there wasn't the approximately nine per cent amusement tax throughout the Maritimes, the marginal theatres could stay open and provide employment. In 1960, box office receipts in the Maritimes were estimated at approximately \$3,750,000, yet amusement taxes were \$350,000, despite municipal taxes on the real estate, provincial theatre license fees, and corporation taxes.

"A business that has seen its receipts decline by more than 50 per cent between 1953 and 1960 through forces beyond its control," said Forsyth, "is entitled to have every form of government discrimination removed, whether that discrimination be in the form of censorship, excessive taxation, or limitation on hours of operation."

THE TORONTO GLOBE AND MAIL, which claims to be Canada's national newspaper, opposed censorship in an editorial. It said: "There is only one acceptable form of censorship for adults in a democratic community, and that is censorship of the public; any other system forces infantilism upon people who are supposed to be mature enough to direct their own destinies."

Canada was described by the chairman of Ontario Board of Censors as the "most over-censored country in the world," said the editorial. "If a man is responsible enough to vote, he is responsible enough to choose the films he will see, the plays he will attend. We are relieved to see that at least two censors are prepared to admit the Canadian public to adulthood."



**LEARN WHAT WILL HAPPEN
IF
ANOTHER GLOBAL WAR
BREAKS OUT!**

PRODUCED BY ... **TOHO CO., LTD., TOKYO** EXECUTIVE PRODUCERS ... **SANEZUMI FUJIMOTO**
TOMOYUKI TANAKA



DIRECTED BY ...

SHUE

MATSUBAYASHI

DIRECTOR OF SPECIAL
EFFECTS ...

EIJI

TSUBURAYA

THE LAST WAR

TOHOSCOPE
EASTMANCOLOR
PERSPECTA STEREOPHONIC SOUND

TOHO ALL-STAR CAST

SCREENPLAY BY ... **TOSHIO YAZUMI**
TAKESHI KIMURA

PHOTOGRAPHY BY ... **ROKURO NISHIGAKI**
MUSIC BY ... **IKUMA DAN**

ALBANY

Waldman Films, Inc., has changed its name to Pan-World Film Exchange of Buffalo and Albany, while Realart Film Exchange of New York, Inc., has made a name-change to Pan-World Film Exchange of N.Y., Inc. Papers were filed with the Secretary of State here. . . . A free evening show marked the reopening of the Valley, Middleburg, now under the management of its owner, Mr. Bush. Previously operated by a lessee, the house had been closed for repainting and reseating. His son is associated with him in the new management and Howard Goldstein, one-time Albany film salesman, is doing the buying and booking. . . . Charles Rossi reopened the Swan, Greenwich, after a summer close-down. . . . About 350 Catholic Sisters attended a special screening of 20th-Fox's "Francis Of Assisi" at the Palace prior to its regular engagement. . . . The annual Will Rogers Hospital Drive was being vigorously conducted under the distributor chairmanship of John Wilhelm, 20th-Fox branch manager.

ATLANTA

Welcomed back from the WOMPI convention in Charlotte, N. C., were Bernice Hinton, Vera Howze, Dottie Southerland, Betty Smith, Anita Wright, Lynda Burnett, Katherine Moore, Edythe Bryant, Mary Leveritt, Ellen Hutchinson, Stella Poulnot, Frankie English, Nell Middleton, Jean Mullis, Hilda Knight, Tillie Shapiro, Nell Allen, Opal Tate, Marcelle and Sandy Kohn, Helene Spears, Alma Binford and Pat Brow. . . . George Tarrent, branch manager, National Screen Service, was back from a sales meeting in Chicago. . . . Mrs. Polly Puckett, former secretary, Capital Releasing Corporation, has resigned. . . . Sevier Theatre Corporation has closed the Jackson, Jackson, Tenn. . . . W. B. Zoellner, former Atlanta branch manager, MGM, and his wife sailed for a European tour on the S.S. America. . . . United Artists employes presented Gene Goodman, former branch manager, with a silver service server prior to his having left the local office to take over the management of the New Orleans branch. . . . Horace Geisling is new owner of the Carolina, North Augusta, which has been closed for some time. . . . Lane Hebson, Strand, Alexander City, Ala., made a hurried trip here to visit with his father, who underwent surgery at a local hospital. . . . Funeral services for Robert Bailey Wilby, retired president, Wilby-Kincey Theatres, were held at Spring Hill. He is survived by his widow, two daughters, a sister and two grandchildren.

BUFFALO

Sportservice, Inc., of Buffalo, which has headquarters in Buffalo and which is an international operator of sports and drive-in theatres concessions, has purchased Deco Restaurants, Inc., western New York's largest restaurant chain, of which Gregory J. Deck, is the founder and owner. Deck's son, Gregory, Jr., has been elected president and been named general manager of Deco under the new ownership. He has been active in the business since 1948. The elder Deck, who has been president of Deco since he founded it in 1918, is retiring from business. . . . A dispute over Sunday pay which resulted in a projectionist strike and the closing of the Seneca, Niagara Falls, Ontario, Canada, has been settled. Douglas Walker, manager, Seneca, announces that negotiators representing the Famous Players Corp. and Local 41 of the International Alliance of Theatrical Stage Employes and Motion Picture Operators of America

have reached an agreement. . . . Edward L. Hyman, vice-president, American Broadcasting-Paramount Theatres, was in Buffalo looking over the local houses in the AB-PT circuit and holding conferences with Arthur Krolick, district manager, Buffalo and Rochester, and the managers of the Buffalo and Rochester theatres. City manager Francis Anderson of Rochester attended the meetings. . . . So good was the response to the first showing of "Francis of Assisi," at the Century, that Charlie Funk, manager, has booked the film for a "return engagement" starting Oct. 6. "There have been many times that the motion picture theatres of Buffalo have been severely attacked for showing undesirable pictures," said Funk. "But I have received many, many letters and telephone calls from our patrons telling me how much they enjoyed this motion picture. In fact, for weeks after the picture had finished its two-week engagement, people were still calling asking where they could see this film. As a theatre manager, I am very happy to know that the public still wants clean, wholesome films." . . . In connection with the reissue showing of "White Christmas" at the Center, manager Ben Dargush arranged for a visit to the city of the float featuring a miniature depiction of Santa's Workshop at North Pole, N.Y. . . . News that the Monroe, Rochester, a Schine operation, is about to undergo another remodeling in order to present Cinerama for the first time in Kodak Town, confirms what the prophets have been saying. Half-a-million dollars will have gone into the two "new" Schine theatres in Rochester, the Riviera and the Monroe, by the time the Cinerama installation is completed in the Monroe for an Oct. 25 opening. . . . Robert Youngson, producer of "The Golden Age of Comedy," "Days of Thrills and Laughter," and "When Comedy Was King," was in Rochester studying old tin cans of film at the George Eastman House in one of his periodic visits to Kodak Town to confer with a long-time friend, motion picture curator James Card.

CHICAGO

Outdoor theatre owners are against Sheriff Frank Sain's proposal to Cook County Board that curfew be established at 10.30 p.m. for unincorporated areas of the county where drive-ins are located. Newly enacted state legislation permits counties to adopt curfew ordinances. . . . Sam Ticks, Capital Film Exchange, narrowly escaped serious injuries in an automobile accident. . . . A transistorized sound system is one of the technical innovations in the new Cascade Outdoor Theatre which recently opened. Viewing ramps have been aligned to put each location in a straight line with the huge screen. National Theatre Supply Company installed the Selby Screen Tower, ramp lighting, and road signs. . . . The Dundale Drive-In; and the Delmar Drive-In, Belvidere, Ill., have been equipped with Selby towers. . . . The Regal celebrated its 30th anniversary with a new rock 'n' roll stage show with a cast of 40. . . . The Oregon, Oregon, Ill., has new seats. . . . Nancy Balaban, twin daughter of Elmer Balaban, will marry Steve Avrach of Miami, Fla. . . . Charles Teitel and Dan Goldberg will open their new Town art house with "The Bridge". . . . L. Jacobson, sound engineer for B&K Theatres, is recovering from injuries resulting from an auto accident. . . . Robar Amusement Company has been organized by Oscar Brotman as president; Leonard Sherman, secretary; and Esther Brotman, treasurer, with offices at 1 N. LaSalle Street, to build and operate the Hillside, 1400 seat theatre to be located at the Hillside Shopping Center. . . . Josef F. Pastor, 74, retired theatre owner,

died at his home. . . . Whitway signs will be installed for the Cascade Outdoor theatre, the Golf Mill Outdoor theatre, managers Tom and Robert Flannery report. . . . Leo Artoe, president, Electro Carbons Company, has taken over the Century from Nate Slott management and will operate the house in the future with Allied Theatres to do the booking. . . . Todd Cinestage will reopen with "Rocco and His Brothers". . . . Francis Gate, MGM, returned to work after a long illness. . . . Stony Theatre will reopen after being closed for two years. . . . Edwin Kappel, member, Local 110, passed away. . . . Olive Podhorsky is now secretary of Robert Allen, manager, Continental Distributing.

CINCINNATI

Bennett Goldstein, manager for 20th-Fox, New Haven, has been transferred to the Cincinnati exchange succeeding Ira Sichelman, who has resigned. Goldstein is well known here, having been sales manager for the company several years ago. . . . Jack Finberg, manager, and salesmen Gus Boudot, Ray Russo, Charles Schroeder, and Don Womack, all of the UA exchange, attended a company sales meeting in New York, Oct. 6-7. . . . Tri-State Theatre Services is booking and buying for the 1,400-car Southland 68 Auto Theatre, Lexington, Ky. . . . Variety Tent Three staged a "World Series" party in its clubrooms, Hotel Metropole. . . . Philip Boraack, vice-president, Tri-State Theatre Services, is the proud father of Elizabeth Kay, born Sept. 25. . . . Helen Fitzwater, secretary to Phil Fox, Columbia branch manager, celebrated her birthday by giving a buffet luncheon in the office for her co-workers. . . . Margaret Woodruff, Columbia head booker, saw the opening game of the football season at Ohio State.

(Continued on page 28)

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT. 208) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF MOTION PICTURE EXHIBITOR published weekly at Philadelphia, Pennsylvania for October 1, 1961.

1. The names and addresses of the publisher, editor, managing editor, and business manager, are:

Publisher—Joy Emanuel, 317 N. Broad Street, Philadelphia 7, Pa.

Editor—Albert Erlick, 317 N. Broad Street, Philadelphia 7, Pa.

Managing Editor—None.

Business Manager—Max Codes, 317 N. Broad Street, Philadelphia 7, Pa.

2. The owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

Jay Emanuel Publications, Inc.

Joy Emanuel, 317 N. Broad Street, Philadelphia 7, Pa.

Mrs. Helen Greenhalgh, 317 N. Broad Street, Philadelphia 7, Pa.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: none.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the act of June 11, 1960 to be included in all statements regardless of frequency of issue.) 10,727

MAX CADES

Business Manager

Sworn to and subscribed before me this 27th day of September, 1961.

(Seal) ALBERTA A. NEIMAN

(My commission expires Jan. 6, 1965)

"How I Would Sell . . .

BACK STREET



"Back Street" . . . ?

It's not really an address...

It's a way of life that love sometimes imposes on a woman who has to hide her happiness in the shadow of respectability...

A happiness bravely built from the bits and pieces of the days and nights she has to borrow from another woman's life!

FANNIE HURST'S most romantic story becomes the most compassionate motion picture of our day!



A ROSS HUNTER-CARROLLTON PRODUCTION

SUSAN HAYWARD
JOHN GAVIN

"Back Street"
IN EASTMAN COLOR!

also starring **VERA MILES** as "LIZ SAXON"

Lavish U-I Love Story For Femmes From Ross Hunter

An Exclusive **SHOWMANALYSIS** Prepared by—

EDWARD H. SEGUIN, Director of Advertising-Publicity
Balaban & Katz Theatres, Chicago, Ill.



William Picha.

ABOUT THE AUTHOR • Ed Seguin has been a member of the Balaban & Katz department he now heads since the early 1930s. He subscribes to the belief that there are no "easy pictures," no "naturals." All pictures require maximum, individualized selling effort. This prompts his constant readership of this **SHOWMANALYSIS** feature to which he has frequently contributed. His belief is shared by B&K president Dave Wallerstein, and practiced daily by the members of Seguin's staff, namely, Dick Shack, Steve Fox, Bob Carpenter, John Ice, Karen Gore, art director Del Lawler, and poster art director

We have complained on occasion about the lack of "pre-sell" given to some motion pictures. But this is far from the case with Ross Hunter's new production of "BACK STREET" from Universal-International. We have been hearing of its coming for a long time—ever since the release of Hunter's "Imitation of Life." Even then, on his junkets and in his interviews, Hunter talked up his plans for "BACK STREET."

Hunter could have taken it for granted he had a box office property. He didn't. He made his production plans news. He stirred interest in his casting concern. He hit the magazines with his fashion plans for the film. And his production progress was constantly noted in the syndicated columns. Like all showmen, Hunter knows you cannot take the box office for granted.

Now it is our turn. The picture is ready. We think it has everything going for it a showman could want; that is, if the local campaign has everything going for it a showman can command. And if ever a picture offered exploitation opportunities unlimited, "BACK STREET" is the picture.

Few showmen will need our rundown, except perhaps as

THIS AD is suggested by author to kick off the campaign. It combines femme appeal with glamour to attract filmgoers' attention.



FASHION tieup is a natural to all Ross Hunter productions, and the wardrobes in this drama are sure to quicken feminine hearts.

a check-list. They'll instinctively cover all the bases, much as they did for "Imitation of Life" and "Magnificent Obsession." And where "BACK STREET" out-grosses both of these pictures, you'll find a local campaign commensurately extended.

The tools are within easy reach. Universal-International has come up with every possible advertising aid. Our job now is to take first steps first, then follow through all the way.

Ross Hunter made it news when he decided to make "BACK STREET." We can do no less than to make it local news when we sign our playdate contract. Make this a news-worthy picture stunt. Blow up a print of the picture for advance lobby display. Make up a giant telegram announcement of your playdate, addressed to Ross Hunter in Hollywood, and invite your patrons to sign it. Resolve to key this kind of importance to your entire campaign.

Cover your screen just as promptly with your own announcement of this coming event. A week later, tag onto it the very effective specially created teaser trailer available from National Screen. It is an excellent means of whetting your patrons' interest in the full production trailer to come later, and of course in the picture.

Now plot a complete, special phase of your campaign — the broadside you aim dead-on the built-in segment of your potential audience, the women. Ross Hunter has become Hollywood's undisputed master at pleasing the distaff side of your audience. Women expect their kind of story from Hunter but don't fail to show them visually how much more awaits them than even the women anticipate.

For a switch, use a quote and photo of your manager's wife, in the lobby as well as on the screen. This could express her delight and pride that her husband will soon present the one

motion picture of the New Season that she has been most anxious to see.

Next, fashions, of course. And Universal-International has come up with an all-new fashion film featurette to make your job easy. It's a seven-minute film worthy of far more use than just exposure on your own screen. Make this in itself the subject of an important press preview in your city.

Invite your local fashion creators to hold a luncheon for the press preview. Designer Jean Louis who created the fashions in "BLACK STREET" is not in retail competition to your local designers. They can tie in the showing of the Louis fashions with their own new creations.

More, enlist an important woman's editor to host public showings of the fashion reel for the editor's women readers. Offer to run the fashion reel continuously one morning during selected, free hours at your theatre. There's no limit to the "plus space" you can obtain through this fashion reel, above and beyond the time the subject deserves on your own screen in advance.

In Chicago, not only is a by-liner hosting public showings of the fashion reel, one of the top-rated women's TV shows telecast the fashion shots at prime time. The reel was also used as an invaluable crossplug around the Balaban & Katz circuit, booked as a subject at no charge, not simply routed around as another trailer.

Advance preview screenings are a "must" for your "BACK STREET" campaign, particularly with the object of reaching every woman in town before you open the picture. And who can talk it up to them more than the beauty shop operators of your city? In Chicago, 3,000 operators previewed and applauded the picture as "the personal guests of producer Ross Hunter."

Similar previews in Chicago also were attended by the top press, radio, and TV commentators. Positive claim resulted, with by-liners invariably referring to "BACK STREET" as a "four handkerchief picture," which in this case is ticket-selling endorsement.

It isn't always possible to line up women's page and fashion editors to a film screening, but in Chicago this was accomplished by inviting them to join 50 of the city's top women executives of the business and professional fields at a special preview. They were "the personal guests of Susan Hayward." In turn, the women leaders issued a citation to Miss Hayward for her inspiring portrayal of a woman executive in "BACK STREET." This rated story and photo space.

One other extraordinary accessory of special interest to women has been devised by U-I. It is a small booklet picturing Susan Hayward and listing Harper's Bazaar's Secret Beauty Formula . . . nine fashion tips . . . a nine day diet . . . nine reducing exercises . . . nine relaxing exercises . . . and a calorie guide, plus full credits for the motion picture. This had eager acceptance among Chicago women. Distribute the booklets at all advance screenings as well as to your women patrons opening day. It is a "giveaway plus," meriting note in your ads.

"BACK STREET" is one of Fannie Hurst's best-loved novels, and the new paperback edition provides a "read the book—see the movie" peg.

AS POWERFUL AS "IMITATION OF LIFE"


READ
SEE

FANNIE HURST'S novel of love on

Back Street

STARRING
SUSAN HAYWARD · JOHN GAVIN · VERA MILES

IN EASTMAN COLOR
A Ross Hunter-Carrington Production
A Universal-International Release



only
50¢

At this point, you may feel we are over-emphasizing the "women's sell." But the ad material counteracts this possibility. The "sell" is a powerful one for both men and women. "BACK STREET" is a woman's picture of particular appeal to men.

To enable us to "cover all bases," U-I also has created back-to-back open-end radio interviews—a disc on John Gavin, and one on Vera Miles. The platters are designed for use by local radio interviewers through the continuity sheet accompanying each disc. Questions and answers have been accurately timed to create the feeling that the personalities are being interviewed "live" by the local announcer.

This material is available free from the radio department of U-I, along with free transcriptions, and special dialogue tracks featuring actual scene excerpts from the soundtrack. In Chicago, these discs were readily accepted by the top-rated stations.

No important campaign would be complete without a newspaper contest promotion. But a word of caution: Resist the impulse to use the angle of guessing the identity of the stars of the earlier film versions of "BACK STREET," and/or comparing it with the new Hunter production in any way. We prefer to forget that this story was ever made before. There's no benefit in marking the picture as a re-make. Forget the old versions; sell Ross Hunter's "BACK STREET" as a fresh, new, BIG picture. It is.

Now the important question: Where to spend your advertising dollar?

In this case, we subscribe to the newspaper ad first. Of course, you'll want TV spots, if your budget permits. And be sure to buy all available adjacencies to women's shows and soap operas. The same is true of radio spots, budget permitting. Study availabilities. Choose the adult audience, women's shows, especially. Young people will buy "BACK STREET," too, but spots on teenage rock 'n' roll shows will be of questionable worth. Rely on your newspaper ads to reach the younger audience—teenagers number among the majority of your movie page readers.

In this case, too, don't limit your ad placement to the movie page. By all means schedule at least one ad on the women's page. Ad #209 is ideal for this placement, and ad #207 is our second choice.

For the overall ad schedule, we frequently prefer to begin with teaser ads. However, the pressbook teasers on "BACK STREET" seem ineffectual.

In Chicago, we preferred to use a daily 14 line slug 10 days in advance of the first display ad, simply heralding the play-date of "BACK STREET" with the underline, "One of the Greatest."

Our choice as the kick-off display ad is #305 (also in a smaller size, #210), the ad we believe to be the ideal opener. It reads, "Back Street . . . ? It's not really an address." (The text that follows is strong selling stuff.)

There's an excellent variety of ads for the follow-up. We scheduled #205, then #206, moving up to #304 the day before opening, then hitting with #501 opening day. And for our mid-week opening, we preferred not to drop down too fast to directory space, staying with #204 for several days.

In truth, there's no lack of material for shaping your "BACK STREET" campaign to blockbuster proportions. More than half the job has been accomplished on the national scale. U-I's covered 150,000,000 readers through its mass-circulation magazine buy. Vast metropolitan areas have been covered by the Sunday Pictorial Review ad.

But the half-the-job left to be done can only be accomplished by a full-time effort on the local level. Taking "BACK STREET" for granted can be a costly mistake. No showman who has ever yelled for more to sell can afford to sell "BACK STREET" with less than his loudest yell.

*Is it worth
all the whispers...?*

YES...
YES...
YES..!



The heart-probing story of a beautiful woman... and the man she loved more than career... success... reputation!



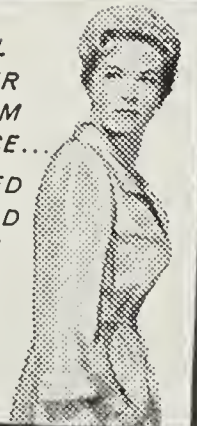
FANNIE HURST'S
most compassionate romantic drama!

"Back Street"

A ROSS HUNTER-CARROLLTON
Production

**SUSAN
HAYWARD**
**JOHN
GAVIN**

"I'LL
NEVER
GIVE HIM
A DIVORCE...
I WORKED
TOO HARD
TO GET
HIM!"



ADVERTISING off the theatre page can be an effective way of grabbing the eye of the occasional moviegoer, and the built in appeal of this feature to the distaff trade makes it mandatory to reach the women. This ad is suggested for newspaper's women's page.

DALLAS

Karl Hoblitzell, president, Interstate Theatres, has announced that the Majestic here joined with Interstate and Texas Consolidated Theatres throughout the state in a special benefit midnight show for the victims of Hurricane Carla. . . . Jack Durell, booker at Rowley United Theatres, became the father of twins. The children were named Karen Lis and Kirk Lee. . . . Bill T. Bohling, manager, Capri, El Paso, Tex., was a visitor at Trans-Texas Theatres' home office. . . . Richard Boone was in the city for three days to promote "Thunder of Drums," which opened at the Majestic. . . . Albert H. Reynolds, general manager, Lone Star Theatres, returned from a business trip of several days to El Paso, Tex., where he inspected the circuits' Bordertown Twin, the Del Norte, and the El Paso drive-ins. . . . John Gavin, who stars in Ross Hunter's "Back Street," was in Dallas on a promotional tour in behalf of the movie. . . . The Cinerama installation at the Capri is costing \$150,000. Cinerama is furnishing \$90,000 worth of special equipment, including three projectors. Trans-Texas Theatres, operators of the Capri, is spending \$60,000 in a renovation program for the theatre including new carpets, plus installation of the equipment, which includes a new booth on the first floor and a huge new screen. Frank Upton arrived here to supervise installation of equipment. He is assistant to the general manager of Cinerama. . . . John Fagan, Borger, Tex., has been named "Personality of the Month" by the Texas Drive-In Theatre Owners Association. . . .

DENVER

Bob Sweeten, manager, Centre, is the recipient of this year's showmanship award from Fox Intermountain Theatres. The prize is a trip to Hawaii for himself and wife. . . . Vern Austin's annual "Back to School Kiddies Show" was such a success this year that the local Loveland, Colo., newspaper took notice of it with a front page story, no less. The Rialto's special pre-school opening matinee has been sponsored by the same merchants year after year, which alone speaks well for the success of the enterprise. . . . Louis Sher, president, Art Theatre Guild, was in Denver for the opening of their company's 18th house, the Capri Cinema. . . . Norman Neilsen, manager, new Cooper, where "This Is Cinerama," which opened the house, has been running 31 weeks, will present "Seven Wonders of the World" starting Oct. 19, with a special press preview.

DES MOINES

The Columbia and Paramount exchanges have new quarters in Des Moines. Columbia has moved to 515 13th st. and Paramount to 513 13th st. Paramount manager Charles Caliguri announced the exchange will sell and book pictures at the new locations. At the present time, Paramount's accounting is handled in Chicago with shipping done at Des Moines. . . . The Iowa, owned by Sol Shulkin, Sioux City, Ia., has reopened for weekend shows. . . . Jack Bouma recently sold his Rialto, Pocahontas, Ia., to A. F. Meuting. Bouma had been in the theatre business for 42 years and operated houses at Alton, Jewell, and Lake City. . . . Norman Holt, salesman for Warner Bros., underwent

surgery at Mercy hospital in Des Moines. . . . Davenport's new year-round drive-in, the Oasis, opened recently with a ribbon-cutting ceremony. The drive-in reportedly has the largest screen in the midwest—120 feet wide. The spot is operated by the Independent Amusement Company.

DETROIT

In Lansing, Mich., Michael Moore, a youth, was asked by group of boys as he emerged from the Gladmer if he had reported them. When he answered in the affirmative, he was beaten. A theatre employee had asked him to check a disturbance in the rest room. Police are seeking the culprits. . . . All downtown Detroit first runs published a two-color co-op ad in both dailies. On a yellow background was a map of the Grand Circus Park area. Superimposed on this in oblong boxes, located to correspond with the position of each theatre on the map, was the advertising copy. It took up 72 inches of column space.

JACKSONVILLE

Clayton Gillam, formerly an exhibitor in Strasburg, Ohio, has rejoined Florida State Theatres in a managerial capacity. His first assignment carried him to the downtown Imperial where he relieved assistant Herb Ruffner when the latter took charge of the Empress while manager Iva Lowe vacationed. . . . Many friends were congratulating Charley Turner, former Metro salesman, who has been promoted to a newly-created post as assistant to Metro branch manager Fred Hull. . . . The Main Street Drive-In and radio station WQIK presented a joint musical festival at the drive-in grounds with free records and other gifts for all children attending.

MIAMI, FLA., NEWS—Elmer W. Hecht, Wometco Enterprises, Inc., vice-president, was honored at a luncheon attended by employees and friends on the occasion of his retirement after 30 years with Wometco to accept the post of Administrator of East Ridge, a Lutheran retirement village now under construction south of Perrine, Florida. Hecht was honored with a special tape recording noting highlights of his years with Wometco, with whom he became associated initially in 1926. He later managed theatres in Alabama and Arkansas for Paramount Theatres and the Malco Theatre Circuit, rejoining Wometco in Miami in 1931. Hecht was appointed a Wometco district manager in 1949 and a vice-president in 1959. Executives of the firm presented him with a typewriter and members of the Wometco Old Guard, of whom Hecht was a charter member, presented him with a brief case. Mitchell Wolfson, president, awarded Hecht and his wife a lifetime solid gold pass to Wometco Theatres. Hecht is a past president and past chairman of the board of the Motion Picture Exhibitors of Florida. He is currently a member of the Church Council of the Holy Cross Lutheran Church.

Film Exchange and Dealer Listing for the OKLAHOMA CITY FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• Film Distributors

- ALLIED ARTISTS, 625 W. Sheridan Ave.—Central 2-8611**
Sales: Ed Harris. Booker: Paul Kearns. Emerg. Phone: Windsor 2-3141.
- COLUMBIA, 702 W. Sheridan Ave.—Central 2-0263**
Br. Mgr.: C. A. Gibbs. Office Mgr. and Booker: Sam Mauldin. Sales: J. A. Smith, S.E. Gibbs. Cashier: Evelyn Holley. Emerg. Phone: Victor 2-6008.
- METRO-GOLDWYN-MAYER, 710 W. Sheridan Ave.—Central 5-5301**
Br. Mgr.: George J. Fisher. Sls. Mgr.: John S. Allen. Office Mgr.: L. W. Royalty. Sales: Robert Egbert. Bookers: Bates Farley, Evan Chastain. Cashier: Vera Strickland. Field Exp.: Phil Brochstein. Emerg. Phone: Jackson 5-1234.
- PARAMOUNT, 706 W. Sheridan Ave.—Central 9-2297**
Br. Mgr.: C. H. Weaver. Sales: Paul Rice. Emerg. Phone: VI 3-7549.
- SCREEN GUILD, 708 W. Sheridan Ave.—Central 2-3528**
Br. Mgrs.: Lois Scott, H. E. McKenna. Sales: Sam Brunk. Cashier: Nina Milner. Emerg. Phone: Jackson 4-0594.
- 20TH CENTURY-FOX, 10 North Lee—Central 2-1105**
Br. Mgr.: Morris H. Yowell. Office Mgr.: Grady James. Sales: Jack Whelihan. Bookers: Jim O'Donnell, Ferne Marker. Cashier: Margaret Snell. Emerg. Phone: Victor 3-1455.
- UNITED ARTISTS, 624 W. Sheridan Ave.—Central 5-3306**
Br. Mgr.: Bob Malone. Sales: Eddie Greggs. Booker: Jerry Brewster. Emerg. Phone: JA 8-4577.
- UNIVERSAL, 625 W. Sheridan Ave.—Central 2-9206**
Sls. Mgr.: Chas. W. Hudgens. Office Mgr.: Dan Snider. Sales: Jack E. Box. Booker: Dave Speak. Emerg. Phone: Victor 3-6520.
- WARNER BROS., 630 W. Sheridan Ave.—Central 5-7544**
Br. Mgr.: D. J. Tullius. Office Mgr.: Ed Ray. Field Exp.: Kevin Genter. Emerg. Phones: Jackson 4-5174, GARfield 7-3604.

• Supply Dealers

- NATIONAL THEATRE SUPPLY, 700 W. Sheridan Ave.—Central 2-0203** Emerg. Phone: Victor 2-9166.
- OKLAHOMA THEATRE SUPPLY, 628 W. Grand Ave.—Central 6-8691** Emerg. Phone: Jackson 8-2471.

• Signs, Advertising and Printing

- COLORCRAFT POSTER CO., 810 N.W. 3rd St.—Central 2-5107** Emerg. Phone: Windsor 3-1805.
- THEATRE CALENDAR SERVICE, 706 W. Grand Ave.—Central 6-3257** Emerg. Phone: TRinity 8-3450.
- THEATRE POSTER SERVICE, 708 W. Grand Ave.—Central 2-9900** Emerg. Phone: MEIrose 4-5644.

• Film Delivery Services

- MAGIC EMPIRE EXPRESS, 815 W. Grand Ave.—Central 5-8543** Emerg. Phone: Jackson 8-6237.
- MISTLETOE EXPRESS, 111 Harrison—Central 6-1482** Emerg. Phone: Jackson 5-6869.
- O & A FILM LINE, 706 W. Grand Ave.—Central 5-7003** Emerg. Phone: TRinity 8-3450.
- OKLAHOMA CITY SHIPPING & INSPECTION BUREAU, 809 S.W. 7th St.—Central 5-2553**
Emerg. Phone: Jackson 8-4307.

• Service Company

- ALTEC SERVICE CO., Leonhardt Bldg.—Central 2-8866**

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Watch for them!

NEXT!
St. Louis Territory

Issue of October 18

Charlotte Territory

Issue of October 25

Save Them!

Harvey Fleischman has assumed the added duties of district manager of specialized theatres, following the retirement of Hecht. Assisted by Flynn Stubblefield, Fleischman will now have jurisdiction over the colored-patronage theatres in addition to the neighborhood, art, subsequent run, and drive-in theatres. . . . Canned goods matinees were set for two Friday school holidays by Wometco neighborhood theatres, including the Cameo, 163rd Street, Miracle, Essex, Rosetta, Sunset, Surf, and Tower, situated in all areas of Dade County. Children will be admitted by presenting a can of food, which will be collected by the Salvation Army and other relief agencies.

NEW HAVEN

Stanley Warner has named Gilbert Gioia, 22, assistant manager at the Strand, New Britain, Conn., for the past 12 months, to his first managership, supervising the first-run Capitol, Willimantic, Conn., succeeding Gerard Bouchard, promoted to a similar post at the first-run Capitol, Springfield, Mass., replacing William Shepherd, resigned. Bouchard had been in Willimantic for the past year. . . . Three more suburban Hartford theatres have resumed operations, after lengthy shuttering. Lockwood & Gordon has reopened the 800-seat Art Cinema, Hartford, under managership of William Montgomery, formerly assistant at the Colonial, Hartford. It is operating on a first-run art film policy, admission price dependent upon individual attraction. . . . Windsor Locks Rialto Corporation and Southington Colonial Corporation have relighted the 500-seat Rialto, Windsor Locks, Conn., and 600-seat Colonial, Southington, Conn., under managerships of Loretta Slowek and George Kroher, respectively. Temporarily, a Friday through Sunday policy is in effect. Both the Rialto and Colonial have dropped adult admission from 90 to 75 cents. Children are charged 50 cents at all times. . . . Mrs. Helene Dolgin, Lyric, Hartford, has become a grandmother for the fourth time, with birth of a boy to her daughter, Mrs. Barbara Walden of New York. . . . A. M. Schuman, Hartford film industry pioneer, and his wife, Carla, have been visiting Hartford from their permanent Daytona Beach, Fla., home. Schuman retains interest in the industry via his association with the Park St. Investment Company, owners of five suburban Hartford theatres now operated by Lockwood & Gordon Theatres. . . . Rube Lewis, retired Loew's Palace, Hartford, stage manager, and for many years business agent of Local 84, IATSE, will return to his Los Angeles home in November, following a six-month Connecticut stay. . . . The former subsequent-run Howard, New Haven, has been converted into a bowling center. . . . In the first long-range theatre-restaurant tie-up of its kind in western Massachusetts in some time, Vincent Blais, new operator, Phillips, Springfield, Mass., is offering a free dinner for two at the Jaycox Restaurant, Springfield, to holder of designated lucky ticket stub number on Thursday nights.

NEW ORLEANS

WOMPI Mrs. Thelma France, Universal staffer, is kitchy-kooing her first grandchild via son, Hunter and wife. . . . Adolph Roescher, Universal's head shipper, is recovering nicely from a major operation. Richard Tortorich is substituting for him. . . . Scott Lett, head, Howco Pictures of Carolina Distributing Company, based in Charlotte, was here to complete a deal with Masterpiece Pictures Exchange headed by Phillip Sliman, Mamie and Milton Dureau for the territory distri-



District Commissioner John B. Duncan was presented honorary membership in Variety Club of Washington, Tent 11, at a luncheon at the Willard Hotel. From left to right are Alvin Newmyer, Sr., co-counsel of Tent 11; Commissioner General F. J. Clarke; Edward D. Talbert, Sr., Chief Barker of Tent 11; Albert Lewitt, luncheon chairman; D. C. Commissioner John B. Duncan; Drew Pearson; and president of the D.C. Board of Commissioners Walter N. Tobriner.

bution of Woco's film "Thunder In Carolina", formerly distributed by the now extinct Howco Pictures of Louisiana. . . . Mrs. Joan Troncoso, secretary to Paramount branch manager Bill Holliday, spent the greater part of her vacation in the hospital for exploratory examination and treatments for acute migraine. She is feeling much better since returning to her duties. . . . Theatre Owners Service have taken over the buying and booking for Jack Minckler's Jack's Drive-In; and his recently acquired indoor Ritz, Bogalusa, La. . . . Jimmy Tringas has turned over the booking for the Tringas Theatres, home based in Ft. Walton, Fla., to his brother-in-law, Arthur Drenios. . . . Condolences to A. N. Jacobs, manager, Paramount Gulf's Hart, Baton Rouge, La., and sons on the passing of their wife and mother, who died after months of lingering. . . . WOMPI Ida Klos, Paramount Gulf's booker, is back home from the hospital mending a broken hip.

PHILADELPHIA

Stanley Warner Management Corporation has moved its offices from 1300 Arch Street to Rittenhouse Square, 19th and Walnut Streets, Philadelphia 3, Pa., The new telephone number is LOcust 4-1200. . . . Motion Picture Associates who are sponsoring a premiere benefit of UA's "West Side Story" at Goldman's Midtown, Nov. 5th., held their annual membership dinner at 2601 Parkway on Oct. 9. . . . A winter romance with its beginning in Palm Beach, Fla., last December culminated with an announcement of the forthcoming marriage of Miss Dorothy Dennis, private secretary to James P. Clark and A. Everett Logan, of London, Ontario, Canada, in December. . . . Dan Feeney, formerly head shipper for Warners, had a foot amputated at Hahnemann Hospital. . . . Frank Sculli, MGM assistant branch manager, underwent minor surgery at Einstein Medical Center, Northern Division. . . . Warners branch manager William Mansell is recuperating nicely from recent surgery.

PITTSBURGH

Gene Kelly received an honorary degree as Doctor of Fine Arts from his alma mater, the University of Pittsburgh. The dancing screen star had just returned from Paris, where he had completed direction of the new Jackie Gleason starrer, "Gigot." . . . Harold V. Cohen is back at his Post-Gazette drama desk, but will confine himself to writing a daily column until he has completely recovered from his recent serious operations. Meanwhile, his assistant, Win Fanning, will continue to edit the amusement page and serve as first-string reviewer. . . . Elia Kazan, director of Warners' "Splendor In The Grass,"

was here for press-radio-tv interviews—one of the highlights of which was a talk with students at Carnegie Tech Drama School. Film is booked at the Stanley. . . . Joe Besch, Bill Doll publicity forces, was in ahead of Embassy's "Rocco And His Brothers," booked for an engagement at the Warner here. . . . Harry Feinstein, Stanley Warner zone manager, flew to New York for a home office zone managers' meeting. . . . Over a half-million dollar gross was rolled up by John H. Harris' "Ice Capades" in two weeks at Pittsburgh's glamorous new Civic Arena—where it was the opening attraction. Harris organization also had a Judy Garland concert scheduled in October. . . . Lou Fordan, for over 30 years manager of Stanley Warner's Memorial, McKeesport, retired at the age of 75, with Michael Cardone coming in from Clarksburg, W. Va., to replace him. Lou and Mrs. Fordan will continue to live in McKeesport, but will spend their winters in Florida. . . . Jacqueline La Rocca, a Playhouse student and dancer, had an exciting seven-week trip to the west coast, getting to meet Cary Grant, Tony Curtis, and Nancy Kwan at the Universal-International studio. Jules Green, Steve Allen's personal manager and a former member of the Stanley Warner (then Warner Bros.) booking staff, was in town for a visit with his mother. . . . Bernie Hickey, who was manager of Shea's Fulton for eight years prior to its recent sale to George and Ernie Stern's Associated Theatres Circuit, was honored at a dinner by Variety Club barkers. The Sterns announced a \$200,000 remodeling program for the Fulton, their second downtown acquisition. The first was the Harris, which they took over from the John H. Harris organization, and renamed the Gateway.

ST. LOUIS

Joe Howard has resigned from his position as salesman with Allied Artists here and is now working as salesman for National Screen Service. . . . The Missouri-Illinois Theatre Owners board of directors met at the Chase Hotel. They discussed the recent convention and made plans for the coming year. . . . Mike Lee, Ed Stevens, Fred Mound, and Tony Beninati, of United Artists, attended a sales meeting at the Ambassador East Hotel, Chicago. . . . Betty Mason, Columbia biller, announced her marriage to Frank Termine. . . . Mr. and Mrs. Thomas Baker, owners, Sharon, Bunker Hill, Ill., announce that they are proud first time grandparents with the recent arrival of Larry John. . . . Current plans call for Columbia to move to their new offices on Oct. 20. The new address will be 3310 Lindell Blvd. . . . Bearstown Drive-In, Bearstown, is closing the middle of this month. . . . WOMPIs had their monthly meeting at Para-

mount and heard convention reports by Charlotte Murphy and Barbara Cuddy. They decided their annual Boss Night Supper would be Oct. 24 at The Diplomat. . . . The St. Louis Post-Dispatch had an editorial condemning the bad state of censorship in court rulings on motion pictures. The editorial mentioned the court decision to uphold Chicago's right to prohibit a film before it was shown, and went on to quote the Atlanta judge who said the worst evil of such censorship is that it reverses our judicial process by holding a film or producer guilty until proven innocent.

SAN ANTONIO

The Majestic joined motion picture houses in 24 Texas cities to present a special mid-night show for the benefit of Hurricane Carla victims. The feature was "Back Street," starring Susan Hayward, which is not scheduled for regular release until late in October. Interstate Theatre officials here said 100 per

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cent of the money received at the box office will go for hurricane relief. . . . "Spartacus" is to have its first return showing in the city at the Aztec. . . . Bob Hartgrove and L. M. Crim, Jr., have added four more theatres to their circuit which makes 12 they are now operating. The newest additions include the Alamo, South Loop, Mission Twin, and Rigby Drive-Ins, which were operated by State-wide Drive-In Theatres. Hartgrove and Crim were formerly distributors in Dallas. . . . Charlie A. Wolf, manager, Prince, has been named city manager for the Lone Star Theatre Circuit. The advancement was announced by Albert H. Reynolds, circuit executive in the Dallas headquarters. . . . The concessions stand roof of the Town Twin Drive-In was blown off by the high winds of Hurricane Carla, which is reported to be the only damage suffered by any theatre here. . . . John Gavin came to the city in behalf of "Back Street," in which he co-stars with Susan Hayward. The picture will open a regular run at the Majestic on Oct. 15. . . . Fred Sfair, an investigator for the District Attorney here, resigned his post to become the last of the four original movie makers hired in January, 1959, by the District Attorney to leave. When the District Attorney took office he had high hopes of making a series of films, warring on juvenile delinquency, narcotics, drunk driving, and other anti-social activities. Pat Boyette, head of the project, branched out into film producing for himself. George Kaczmar, another member of the group, has recently been named manager of the Josephine. . . . Guenther B. Habenicht has been named assistant manager, Capri, El Paso, Tex., which is operated by Trans-Texas Theatres. . . . An Abilene, Tex., woman, wife of a serviceman, has filed suit for \$102,715 against Town and Country Drive-In, Abilene, claiming that she slipped on some substance on the floor of

the snack bar and broke her ankle. At the time she was six months pregnant. The child born in January lived three days, the petition stated. . . . Three members have been named to the new censor board at Port Arthur, Tex. Appointed to the board by Dr. W. T. Weathington, city health officer, and approved by the city council, were Mrs. J. M. Loewenstein, Mrs. R. L. Murray, and Elwyn Ponder. A fourth member is to be named later, according to Dr. Weathington. It has been proposed that the board censor magazines and other periodicals and movies to be shown at local theatres. . . . The City Inspection Department at Abilene, Tex., has issued a \$30,000 permit for the construction of the Patio Drive-In. . . . Three juveniles are in custody for breaking into the Joyce Drive-In, Pleasanton, Tex. The thieves took a small amount of cash, chewing gum, soft drinks, cigarettes, and did considerable damage to the cigarette machine. . . . H. L. Massey, former employee and operator of the Queen, Merkel, Tex., is now leasing that theatre. . . . Jim Carty, manager, Del Norte Drive-In, El Paso, Tex., was host to the youngsters of the Southwestern Children's Home at a screening of "Wild in the Country." In addition, the children were given hot dogs, popcorn, candy, and cold drinks at the party co-sponsored by Carty and the El Paso Downtown Optimist Club. . . . The Tri-City Jaycees, Alamo, Tex., sponsored a double feature program at the Cactus Drive-In, Alamo, to raise money for a future Tri-City recreation park and swimming pool. . . . The dunking board used in the Walt Disney movie "Pollyanna" is being shipped to Wharton, Tex., where it will be used during the Wharton County Fair. . . . The tradition that the show must go on was maintained after a fire hit the big screen at the Twin Pines Drive-In, Longview, Tex. Gene Cole, manager, assembled a crew of workmen and had the structure back in service that evening. . . . A new \$100,000 drive in is now under construction at Harlingen, Tex., which will have a 370 car capacity. Expansion plans are being drawn for an additional 300 cars. Hardin Theatre Supply is furnishing all new Century equipment, Altec sound, and Ballantyne speakers. One side of the drive-in will be fenced by a tourist court with picture windows so guests may see the film from their rooms.

SEATTLE

Fire razed the Parkland and two businesses housed in the same building with an estimated damage of \$80,000. The theatre is located in Parkland, south of Tacoma. . . . Bill Devaney, MGM western division manager, was in from Los Angeles. . . . Georgia Hutton is going back to work and will resume at Allied Artists as secretary for branch manager Edmond D. Cruea. . . . Georgene Angeles, formerly of National Screen, is newly employed as cashier at Columbia Pictures, replacing Jackie Choat. . . . Sammy Siegel, Columbia publicist, was up from San Francisco working on "Scream of Fear," which opened at the Coliseum. . . . Art and Erma Greenfield were visiting from Detroit. Greenfield formerly headed Universal in Seattle. . . . Barney Rose, Universal district manager, was in Seattle conferring with James Mooney. . . . Dick Edge returned from Ketchikan to the Fox, Centralia. He is reopening the Chehalis, Chehalis. . . . Helen Yorke, 20th-Fox publicist from San Francisco, was in Seattle working on "St. Francis," which opened at the Fifth Avenue. . . . Gary Du Pen, assistant booker, Sterling, is being called into Service on the destroyer-escort Whitehurst, which is being reactivated.

ATTENTION MANAGERS!

Please check your shows no later than 10:00 A.M.
on Saturdays, Sundays and holidays.

As you know, the exchanges' shipping room
closes at noon on these days.

Don't wait until it's too late—help us prevent
any missouts!

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You.

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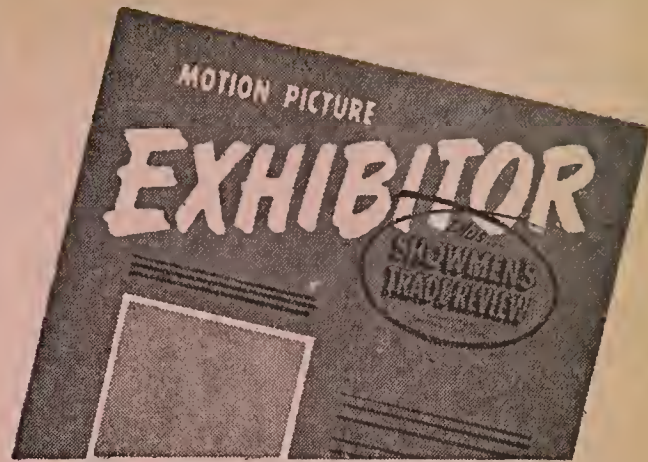
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REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September), it is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined, the every second week yellow paper SERVICESECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen. Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



SECTION TWO VOL. 66, NO. 18 OCTOBER 11, 1961

COLUMBIA

Mr. Sardonicus

MELODRAMA
89M.

Columbia

ESTIMATE: Castle's best horror entry.

CAST: Oscar Homolka, Ronald Lewis, Audrey Dalton, Guy Rolfe, Vladimir Sokoloff, Erika Peters, Lorna Hanson, James Forrest, Tina Woodward, Constance Cavendish, Mavis Neal, Charles Hradilak, David Janti, Franz Roehn, Annalena Lund, Ilse Burkert, Albert d'Arno. Produced and directed by William Castle.

STORY: Famed doctor Ronald Lewis, working on massage for paralysis and drugs to cure nervous disorders, is called to the aid of Audrey Dalton, whom he once loved and who has married a wealthy widower, Baron Sardonicus, portrayed by Guy Rolfe. There are strange and terrible things going on in the castle, with a one-eyed servant, Oscar Homolka, tutoring Lorna Hanson with leeches, and Rolfe never seen without a mask covering his entire face. Lewis demands an explanation and learns that years ago, Rolfe defiled his father's grave to find a winning lottery ticket. The shock froze his face into a replica of his father's hideous death-rigor face. He asks Lewis to cure him, with death or disfigurement for Dalton as the price of failure. Lewis fails with massage, but Rolfe forces him to try harmful drug treatments. Lewis refuses, but his concern for Dalton forces compliance. At last he combines medicine with shock, and Rolfe's face returns to normal. Rolfe annuls his marriage, and Lewis and Dalton leave together. Homolka follows, telling Lewis that Rolfe now can't open his mouth and will die of lockjaw. Lewis confides that his medicine was simply water and that the cure came from within Rolfe. If Homolka tells him that, the jaw will relax. Homolka returns to a distraught Rolfe, remembers the torture Rolfe has subjected him to in the past, and refuses to divulge the simple cure, leaving Rolfe to die of starvation.

X-RAY: The gimmick-horror man, William Castle, is back, tongue firmly in cheek, with the best story he has yet had to tell horror fans of all ages. Considering the fun and ticket action resulting from earlier and dramatically inferior Castle pix, it's hard to say just what the better story will mean at the boxoffice, but the film should have additional adult appeal as a result. The audience participation gimmick is present, with Castle this time asking the audience to determine the punishment of the villain via a punishment poll, a cute gimmick indeed. Performances are good, and production and direction are in keeping with the grisly mood. There is more emphasis on story and less on shock here, and again that may or may not be an asset. However, the face of Mr. Sardonicus revealed should cause its share of chills. Castle is first of all a showman, and exhibitors who get behind his films with all exploitation guns blazing have never been sorry. It should be a similar story this time. Screenplay is by Ray Russell.

TIP ON BIDDING: Better program rates.
AD LINES: "Another Adventure Into The Unknown Reaches Of Pure Terror From The Master Of The Macabre"; "Guilty Or Innocent. . . The Decision Is In Your Hands."

The Trunk

MELODRAMA
72M.

Columbia
(English-made)

ESTIMATE: Strictly for the duallers.

CAST: Phil Carey, Julia Arnall, Dermot Walsh, Vera Day, Peter Swanwick, John Atkinson, Tony Quinn, Robert Sansom, Pippa Stanley, Richard Nellor, Nicholas Tanner. Produced by Lawrence Huntington; written and directed by Donovan Winter.

STORY: Attorney Dermot Walsh is embarrassed as his former girl friend, Vera Day, makes a scene at a party arranged to introduce his wife, Julia Arnall. The party breaks up and Walsh leaves to drive some guests home. His friend, Phil Carey, keeps Arnall company awaiting Walsh's return. Carey goes to investigate a noise and returns to find Arnall standing over Day's body holding a gun. Carey agrees to help and they put the body in a trunk, driving it to Walsh's country home. Peter Wanwick, infatuated with Day, suspects foul play and keeps an eye on the conspirators. Actually, Day only pretended to be killed as part of a plot between her and Carey to bilk Arnall of a large sum of money. Carey gets the money and tells Arnall he will dispose of the body. On the road, he opens the trunk to free Day and finds that Swanwick has killed her in a fit of jealousy. The police close in, and the perfect plot falls apart.

X-RAY: This mediocre mystery is strictly for the duallers in spots where patrons are not too demanding. Actually, it seems more suited to TV than the movie theatre, with low budget written all over it. Acting is fair, as are production and direction, but the story is transparent and the pace uneven. It tries to be a shocker, but succeeds to seldom be effective. Carey is a performer who deserves better.

TIP ON BIDDING: Program rates.
AD LINES: "The Trunk Holds The Boldest Surprise In Years"; "A Shocker That Lifts The Lid On Terror."

PARAMOUNT

Breakfast At Tiffany's

COMEDY
115M.

Paramount
(Technicolor)

ESTIMATE: Sophisticated entry; best for big city spots.

CAST: Audrey Hepburn, George Peppard, Patricia Neal, Buddy Ebsen, Martin Balsam, Mickey Rooney, Vilallonga, John McGiver, Dorothy Whitney, Stanley Adams, Elvia Allman, Alan Reed, Miss Beverly Hills. Produced by Martin Jurow and Richard Shepherd; directed by Blake Edwards.

STORY: Audrey Hepburn is a capricious New York playgirl, who is a bit vague about past and money, often existing on money

given her for the powder room by escorts who are promised much but given little. She is also assured of a weekly income from visiting a jailed racket head in Sing Sing, emerging from these visits with cryptic messages for the jailed man's attorney. One of her neighbors in an East Side tenement is young writer George Peppard, who is being supported by wealthy Patricia Neal. He is attracted to Hepburn, and she likes him because he reminds her of her brother in the Army. Out of her mysterious past appears veterinarian Buddy Ebsen, who claims to be her husband, but she tells Peppard that the marriage was annulled. She sends him back to Texas explaining that she prefers to remain free in New York. She goads Peppard into really writing, and he gets rid of Neal. He soon sells a story and he's on his way. Meanwhile, she gets word that her brother was killed in an accident in an Army vehicle. She is comforted by Brazilian millionaire Vilallonga, who wants to marry her and take her back to Brazil. The police decide that her patron in Sing Sing, Alan Reed, is operating a narcotics ring through her and they arrest her. Peppard gets her agent friend, Martin Balsam, to bail her out, and she emerges untouched by it all determined to go to Brazil. Peppard is forced to tell her that Vilallonga will not marry her, fearing the scandal might touch his prominent family and ruin him politically. She decides to use her plane ticket anyway as Peppard, in love with her, tries to bring her to her senses. He does so and they seem to face the future together—he hopes.

X-RAY: This colorful comedy is a wacky film, perhaps, overly so. Audrey Hepburn pulls out all stops to make the carefree, scatterbrain character come alive in the jungle of New York, and the result is a cute character that can make people laugh easily. She and the story are ably aided and abetted by George Peppard, a most pleasing actor; Patricia Neal, Martin Balsam, and the others. One sequence that will remain with viewers above all others is a fantastic cocktail party with some real wild people and actions. A sneak preview audience seemed to enjoy the on-screen proceedings, and it is presumed others will react similarly. The direction and production values are quite good. The screenplay is by George Axelrod, based on the novel by Truman Capote. There is a song, "Moon River," sung by Hepburn, which could become popular. Incidentally, the color photography, sets, and actual settings are valuable assets in the presentation.

TIP ON BIDDING: Higher bracket.
AD LINES: "The Gal All New York Was Talking About"; "Everybody Should Have Breakfast At Tiffany's With Audrey Hepburn."



20th-FOX

Pirates of Tortuga

MELODRAMA
97M.

20th-Fox
(CinemaScope)
(Color by DeLuxe)

ESTIMATE: Okay entry for program.

CAST: Ken Scott, Leticia Roman, Dave King, John Richardson, Rafer Johnson, Robert Stephens, Rachel Stephens, Stanley Adams, Edgar Barrier, James Forrest, Patrick Sexton, Arthur Gould-Porter, Hortense Petra, Malcolm Cassell, Maxwell Reed, Alan Caillou. Produced by Sam Katzman; directed by Robert D. Webb.

STORY: When his privateer ship docks at the 17th century London waterfront, Captain Ken Scott is met by an Admiral in a secret conference and is ordered to find and destroy the pirate, Sir Henry Morgan, who has turned on the British. Ashore, guttersnipe Leticia Roman dances for coins and then steals the purse of a butcher who takes off after her armed with a cleaver. Scott saves her and gives her temporary refuge aboard his vessel. He arranges for three friends, James Forrest, Dave King, and John Richardson, to join him in his venture. While at sea, they discover that Roman has stowed aboard. To pass the time, they teach her how to act like a lady. They trick a Morgan vessel into coming close and capture her, removing the cargo. They send the crew and vessel back with a message to Morgan, Robert Stephens, that Scott will be waiting for more such cargoes. He takes the cargo to Jamaica, where it is desperately needed, and puts Roman ashore. She is attacked and robbed by several thieves, who are driven off by the arrival of island governor Edgar Barrier. He takes her in and believes she is a lady because of the pendant she wears, which was stolen from Scott and which belonged to his mother. Barrier falls in love with her. Scott is invited to meet Stephens, and they ostensibly form a partnership. Scott and his men note the layout and fortifications of Tortuga, and an attack is next in order, with Scott leading the governor's forces. A spy tips off Stephens, and they are awaiting the attack which is successful only because Scott gets to the powder magazine and blows it up. He and Stephens are captured side by side and Scott is suspected of being in league with the pirate. As both are imprisoned awaiting hanging, Roman clears Scott and they admit their love for each other.

X-RAY: Utilizing a cast of relative unknowns, plus a tried and true pirate yarn, plus action, plus color, this entry should do okay as part of the program although a shorter running time might have improved the reaction of viewers. Leticia Roman is cute as the guttersnipe turned into a lady. The acting, direction, and production are average. The screenplay is by Melvin Levy, Jesse L. Lasky, Jr., and Pat Silver, based on a story by Levy.

AD LINES: "An Explosive Swashbuckling Adventure"; "One Ship . . . Half A Hundred Men . . . And A Beautiful Stowaway."

UNITED ARTISTS

Boy Who Caught A Crook

MELODRAMA
72M.

United Artists
(Kent-Cahn)

ESTIMATE: Lower half filler.

CAST: Wanda Hendrix, Roger Mobley, Don Beddoe, Richard Crane, John Seven, Robert Stevenson, William Walker, Henry Hunter. Produced by Robert E. Kent, directed by Edward L. Cahn.

STORY: While being pursued by the police, armed robber John Seven throws a briefcase containing \$100,000 onto a vacant lot and speeds away, intending to pick it up later. Small newsboy Roger Mobley and his friend, a ragged old hobo Don Beddoe, find the briefcase. The latter tries opening it in the privacy of a men's room of a service station while the lad waits outside. They promise to split 50-50, but Beddoe comes out telling the boy that the case was empty and giving it to him to take home. The boy tells his widowed mother, Wanda Hendrix about finding the case, and she notifies the police, who pick it up. Mobley doesn't tell them about Beddoe. Reporter photographer Richard Crane covers the story and becomes better acquainted with Hendrix and the boy. She tells him about Beddoe, and he persuades her to go to the police. Meanwhile, Seven picks up Mobley and Beddoe and tries to force them to tell where the money is. Beddoe cannot stand the boy being beaten and offers to take Seven to the place where he hid the money if he leaves the boy. Hendrix and Crane find the lad and take the police to Beddoe. A bullet prevents Seven from killing Beddoe when there is no money. The police discover that another tramp had come across the brief case first and had taken the money, which is recovered.

X-RAY: Minor in all respects is this entry for the lower half of the program, including story, acting, direction, and production. This might be used to good advantage for kiddie matinees or as filler to round out the program at other times. Nathan Juran wrote the screenplay.

AD LINES: "A Story With Warmth And An Action-Packed Wallop"; "A Drama About A Boy, A Dog, And A Crook."

The Cat Burglar

MELODRAMA
64M.

United Artists
(Harvard)

ESTIMATE: For the lower half.

CAST: Jack Hogan, June Kenney, John Baer, Gregg Palmer, Will White, Gene Roth, Bruno VeSota, Billie Bird, Tommy Ivo, Hal Torey. Produced by Gene Corman; directed by William H. Witney

STORY: Small-time cat burglar Jack Hogan, surprised while on another job, also robs the apartment of government clerk June Kenney, taking her purse and briefcase. She tells her sweetheart, John Baer, whose valuable papers were in the briefcase. He doesn't tell her the material is a formula vital to national defense, stolen for sale to a hostile power. Baer reports the loss to partners Gregg Palmer and Will J. White, who give him a short time to recover the papers. Through Kenney, they establish a contact with pawnbroker Gene Roth, to whom Hogan has sold his evening's take. They send her to Hogan to recover the papers. Sensing some gain, he tells her they have been thrown out as valueless. Palmer and White enter Hogan's room and beat him up then Kenney has recovered the papers and passed them on to his fence for safekeeping. Then they tell Roth. Kenney, no longer an ignorant tool in the plot, sympathizes with Hogan, who is now out for revenge, and intent upon preventing the papers from getting into foreign hands. Palmer and White follow Kenney and Hogan to a rendezvous in a warehouse, intending to kill them. All are shot down with Hogan knowing he has sacrificed his life for Kenney, who escapes with the papers Hogan had helped to save from enemy hands.

X-RAY: This cheaply made meller written by Leo Gordon holds the interest and has been nicely enacted by the cast of unknowns, with Gene Roth making his pawnbroker role stand out. Background music by Buddy Bregman comes through effectively, but at best this is merely a papers, papers, who's got the papers chase, with the action hardly ever slowing down. The darkness of the black and white photography is effective enough to becloud things once they become fast and furious near the end.

AD LINES: "Beware! The Cat Burglar Is On The Prowl!"; "Little Did He Know The Value Of That Which He Stole."

Paris Blues

DRAMA
98M.

United Artists
(Pennebaker-Diane)
Filmed in Paris

ESTIMATE: Highly interesting Parisian jazz and love entry.

CAST: Paul Newman, Joanne Woodward, Sidney Poitier, Louis Armstrong, Diahann Carroll, Serge Reggiani, Barbara Laage, Andre Luguet, Marie Versini, Moustache, Aaron Bridgers, Guy Pederson, Maria Velasco. Executive producers, George Glass and Walter Seltzer; produced by Sam Shaw; directed by Martin Ritt.

STORY: White jazz musician Paul Newman and colored associate Sidney Poitier find life in Paris easy and comfortable, with their music popular and accepted. Each night large crowds come to the Left Bank nite spot run by Barbara Laage to hear the combo. Newman and Laage have a casual romantic relationship that pleases both, and he composes a jazz concerto. One day he goes to the railroad terminal to meet incoming Louis Armstrong and give him the concerto to be passed along to some one who can pass judgment on it. He spots pretty Negro tourist Diahann Carroll struggling with French porters and baggage, and he makes a play for her. She doesn't respond, but her white friend Joanne Woodward does. He invites them to drop into the club some night. Armstrong agrees to pass along the concerto to impressario Andre Luguet. The girls arrive, but Newman is distracted by the arrival of his guitarist, Serge Reggiani, who is in bad condition because he needs a shot of dope. When the club closes, Poitier invites the girls to have breakfast, but Newman is irritable and refuses to go along. Woodward remains behind with Newman and they go off to his room. During the days that follow, the four become close friends. Carroll and Poitier fall in love, but he refuses to consider going back to the States and give up his idyllic existence in Paris. Carroll decides to terminate her stay rather than get in deeper. Newman has his concerto rejected and is advised to study some more before attempting serious composition. Newman decides to give in to Woodward and return to the States with her, get married, and work there. At a farewell party, Newman has a change of heart and decides that he must remain in Paris to find out whether he has talent as a composer or not. Poitier tells Carroll that he will follow her in a few months, while Newman turns up to bid Woodward goodbye. As the train departs, Poitier and Newman return to the streets of Paris.

X-RAY: Contained herein are two good love stories, some fine jazz sequences, a wonderful, earthy view of Paris, in addition to capable performances, better direction, and quality production. A sneak preview audience was thoroughly entertained by the presentation, and interest was evident in the yarn, pace, comedy bits, dramatic sequences, and music. The quartet of performers, Paul Newman, Joanne Woodward, Sidney Poitier, and Diahann Carroll, have a feel for their parts which come alive, and this seems to communicate itself to the audience. The result is an entertaining film that should please many. Among the Duke Ellington tunes heard are "Mood Indigo," "Paris Stairs," "Guitar Amour," "Paris Blues," "Take The 'A' Train," "Battle Royal," and "Autumnal Suite." The screenplay is by Jack Sher, Irene Kamp, and Walter Bernstein, with the adaptation by Lulia Rosenfield based on the novel by Harold Flender.

TIP ON BIDDING: Higher program rates or better in some situations.

AD LINES: "Paris—The City Of Romance And Music"; "They Fell In Love In Paris And Had A Ball."

Season of Passion

DRAMA
92M.

United Artists
(Norman)
(Filmed in Australia)

ESTIMATE: Interesting picturization of international play.

CAST: Ernest Borgnine, Anne Baxter, John Mills, Angela Lansbury, Vincent Ball, Ethel Gabriel, Janette Craig, Deryck Barnes, Tom Lurich, Al Thomas, Dana Wilson, Jessica Noad. Produced and directed by Leslie Norman.

STORY: For 16 years, Ernest Borgnine and John Mills, sugar cane cutters, have been spending their annual lay-off seasons in Sydney having a good time with girl friends Anne Baxter and Jessica Noad. Each year, Borgnine brings Baxter a doll to remember their happy vacations together. The 17th year is different in that Borgnine had a fight and left the job so that when he arrives in town he's broke. Also Mills finds that Noad has married. Baxter has tried to interest Angela Lansbury to take her place, but she's not at all convinced that it will work out. Mills is disappointed but he tries to make out with Lansbury. They are given a warm greeting by motherless teenager Janette Craig, who lives next door and who has come to regard all concerned as family. The next day, Lansbury decides to stay at the home of Ethel Gabriel where they all board. Mills meets Vincent Ball, one of the cane cutters responsible for Borgnine having a rough time, and he tries to straighten things out between them. Ball meets Craig and falls for her, but she won't continue to go out with him if he continues to insult Borgnine. The latter gets a job in a factory to get some spending money, and this seems to upset Baxter, who doesn't like all the changes taking place. A later meeting sees Ball convincing Borgnine to come back next year and head up the cane cutting gang as he has done in the past. Borgnine's elation is short-lived when he realizes that Ball's action stemmed from his caring for Craig. He also has a fight with Mills, and Gabriel convinces Borgnine, after an argument with Baxter, that he's growing older and youth and good times can never be recaptured. Lansbury leaves, having had enough. Mills decides to go south with Ball and the others to pick grapes, after which Ball will marry Craig, who has forgiven him. Borgnine realizes that he can never go back to the cane fields, decides to settle down, and asks Baxter to marry him. She refuses to give up her good times, but it seems as though he will have his way.

X-RAY: Overflowing with witticisms and situations that seem highly acceptable in Australia but which might need a bit more thought and explanation here, this entry seems best suited for the art and specialty spots where more adult audiences may appreciate the drama. It's interesting because of the difference in situations, characterizations, and surroundings, and the cast performs well while direction and production are efficient and commendable. The screenplay is by John Dighton, based on the play by Ray Lawler, "Summer of the 17th Doll."

TIPS ON BIDDING: Program rates.

AD LINES: "A Fine Play Brought To The Large Screen"; "An Unusual Drama About Unusual People"; "The Love Story That Is Truly Different."

Secret of Deep Harbor

MELODRAMA
70M.

United Artists
(Harvard)

ESTIMATE: Satisfactory meller for the program.

CAST: Ron Foster, Barry Kelley, Merry Anders, Norman Alden, James Seay, Grant Richards, Ralph Manza, Billie Bird, Elaine Walker, Max Mellinger. Produced by Robert E. Kent; directed by Edward L. Cahn.

STORY: Barry Kelley makes a deal to help a crime syndicate smuggle wanted criminals out of the country when his charter fishing business falls off. He is a witness as the syndicate's contact man murders a crook who

double crossed the organization. He is given a wad of money to keep quiet, but is unable to still his conscience. He gets drunk at a bar and is found there by his daughter, Merry Anders. Waterfront reporter Ron Foster suspects Kelley of being involved in an illegal enterprise when he sees all the money and offers to help Anders take him home. Anders also asks Kelley where all the money comes from but he is deliberately vague. Foster accompanies his friend Norman Alden on a diving expedition, and they find the murdered man's body. Police ask Foster not to print the story as it will alert the syndicate. Foster dates Anders, who recognizes the anchor that was used to weight the body as belonging to her father's boat. Foster and police try to arrest Kelley, who is wounded but escapes. Foster's story hits the front page, making him a top reporter, but Anders realizes he used her to apprehend her father. Anders takes Kelley to an abandoned warehouse and a doctor treats his wound. Foster tells Anders he really loves her, but she refuses to listen. Foster finds Kelley, and the latter shoots him in the shoulder. As they both lie there wounded, Anders arrives. Kelley dies of his wounds, and Anders and Foster are together.

X-RAY: This is a meller that builds interest fairly well until it all falls apart at the end in a distasteful, unsatisfying climax. Production, direction, and performances are satisfactory, and the low budget offering could find a spot on double bills in general situations. As is general in low budget offerings, some of the minor characters engage in unnecessary scenery-chewing, but the principals do the best they can with the material. The ending, however, involves two wounded men engaging in a verbal and spitting battle and is really too silly for serious consideration. Screenplay is by Owen Harris and Wells Root, based on a novel by Max Miller.

TIP ON BIDDING: Program rates.

AD LINES: "The Secret Of Deep Harbor Meant Violent Death"; "He Used Her As Bait For A Killer, But Love Trapped Them Both."

Town Without Pity

DRAMA
105M.

United Artists
Filmed in Germany

ESTIMATE: Absorbing adult drama.

CAST: Kirk Douglas, E. G. Marshall, Robert Blake, Richard Jaeckel, Frank Sutton, Mal Sondock, Barbara Rutting, Christine Kaufman, Hans Nielsen, Karin Hardt, Ingrid van Bergen, Gerhart Lippert. Produced and directed by Gottfried Reinhardt.

STORY: Four off-duty GI's, Richard Jaeckel, Robert Blake, Frank Sutton, and Mal Sondock can't find much to do around the small German town near where they are stationed. Down near the river, teen ager Christine Kaufmann and boy friend Gerhart Lippert have a quarrel when he isn't as romantic as she would like. She swims away and disrobes almost within his sight. This is witnessed by the four soldiers who attack her after knocking Lippert out when he tries to go to her rescue. One of the soldiers drapes a shirt over the naked Kaufman when they get through and the military police trace them and arrest them, charging them with rape. The commanding general assures the town mayor and the girl's father, Hans Nielsen, that the four will be prosecuted to the limit. Colonel E. G. Marshall is prosecutor while the defense counsel assigned to the four is Major Kirk Douglas. He is greeted by cynical reporter Barbara Rutting, who expresses doubt about the fairness of the trial. He informs her he will do everything to save the lives of the four even though he was personally repelled by the crime. Knowing that if the girl doesn't take the stand, the soldiers can't get the death penalty, he asks her father to keep her off. He refuses, determined to get revenge. Seeing that there is no alternative, Douglas destroys her reputation through willing witnesses, and she collapses on the stand leaving the courtroom without com-

pleting her testimony. The four are found guilty and receive long prison sentences. Douglas, about to leave and not proud of his job, is informed by Rutting that the tormented Kaufman has taken her life. He drives away from the town without pity.

X-RAY: Two items have to be established. The American soldiers charged with the rape of a German girl are guilty of same. Also, the title refers to a lack of pity for the victim, a home town girl, and not the soldiers about whom there seems to be a singular lack of feeling one way or the other. Powerful and forceful are proper descriptions of both story and performances, and those who prefer their drama on the strong side should like this entry and its technique which borders on the semi-documentary. Kirk Douglas as the assigned defense counsel is very good, as are the others, and Christine Kaufman as the wronged girl will engender pity at least among some viewers. The film can play regular situations as well as art spots where audiences sometimes prefer their screen material in depth and fraught with social value. Production and direction are fine. The screenplay is by Silvia Reinhardt and George Hurdalek, based on the novel "The Verdict" by Manfred Gregor.

AD LINES: "A German Girl; G. I.'s In Occupied Germany—Who Cared?"; "Dynamic, Outspoken; Real."

UNIVERSAL**Back Street**

DRAMA
107M.

Universal-International
(Eastman Color)

ESTIMATE: Plush femme's drama with popular Hunter touch.

CAST: Susan Hayward, John Gavin, Vera Miles, Charles Drake, Virginia Grey, Reginald Gardiner, Tammy Marihugh, Robert Eyer, Natalie Schafer, Doreen McLean, Alex Gerry, Karen Norris, Hayden Rorke, Mary Lawrence. Produced by Ross Hunter; directed by David Miller.

STORY: Wealthy John Gavin, unhappily married to Vera Miles, meets Susan Hayward as he returns home from the service in 1945. They are attracted to one another, and he asks her to come to his Chicago home. He doesn't tell her of his marriage and she misunderstands his hesitancy. Later, Hayward learns he is married, and she goes to New York where she becomes a successful fashion designer. Again she meets Gavin, who tells her of his unhappiness. His two children, he says, make divorce impossible. Hayward refuses to be the other woman, and runs away again, this time to Rome where she opens a highly successful fashion salon. Again, she and Gavin meet, and she sees his wife, Vera Miles, in an embarrassing situation brought on by too much to drink. Miles attempts to commit suicide but recovers and forces Gavin to take her to Paris. Gavin purchases a quaint French home for Hayward, and she joins him there, realizing she can't live without his love. They find real happiness, and the haven is his only escape from a nagging Miles. Miles learns of the affair and exposes Hayward before a large fashion show. Gavin's son also learns of the affair, refuses to understand his father's side, and further hurts Hayward. Gavin and Miles have a furious argument while driving. Miles increases speed, loses control, and is instantly killed in the crash. Gavin is critically injured. Before he dies, he makes his young son understand his love for Hayward. The children visit Hayward since they have no one else.

X-RAY: Another magnificently mounted, heart tugging drama comes from Ross Hunter, who has found the secret of turning out top-notch examples of the so-called woman's picture. While the appeal of this strong, well acted drama should not be confined to the gals, there is no doubt that it provides them with a cinematic field day. Magnificent fashion (Continued on page 4876)

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BACK STREET

(Continued from page 4875)

ions, high society, and plenty of opportunities to shed quiet tears are included. Indeed, the ending is guaranteed to wring tears from the stoniest male in the audience. Susan Hayward is excellent in the lead, beautiful, perfectly groomed, and saving the film from being pure soap opera by the sincerity of her performance. John Gavin and Vera Miles provide fine support. Hunter never stints, and herein lies his success. Production mountings are plush and colorful, and the film is a treat for the eye as well as the heart. Critics in some situations may quibble with the story on the grounds that it smacks of corn, but theatermen should have no quarrel with the box-office action. It should be another big winner from U-I, and Hunter should still be the darling of the femme trade when the receipts are counted. Screenplay is by Eleanore Griffin and William Ludwig, based on the novel by Fannie Hurst. This picture has been made before, but the bright new package fits beautifully.

TIP ON BIDDING: Better rates.

AD LINES: "Is It Worth All The Whispers? . . . Yes, Yes, Yes . . . The Heart-Probing Story Of A Beautiful Woman And The Man She Loved More Than Career, Success, Reputation"; "The Searing Story Of A Borrowed Love . . . Shared In The Shadow Of Another Woman's Wedding Ring."

WARNERS

Susan Slade (157)

DRAMA
116M

Warners
(Technicolor)

ESTIMATE: Well-made drama has angles.

CAST: Troy Donahue, Connie Stevens, Dorothy McGuire, Lloyd Nolan, Brian Aherne, Grant Williams, Natalie Schafer, Kent Smith, Bert Convy, Guy Wilkerson. Directed and produced by Delmer Daves.

STORY: After 10 years of faithful service at an isolated mine in Chile, engineer Lloyd Nolan, his wife Dorothy McGuire, and daughter Connie Stevens board a boat to return to California and a new home presented to them by mining company president Brian Aherne as a reward for services rendered. In addition, Nolan is to get an income for life. Another reason for the return is that Nolan has developed heart trouble, which he has kept from McGuire. On board, Stevens meets wealthy and handsome Grant Williams, and her inexperience makes her an easy mark for him. He seduces her and assures her he wants to marry her, but he also urges her to keep their "engagement" secret for a while. When the ship docks, he's off to climb mountains in Alaska, while Stevens and family are met by Aherne, his wife Natalie Schafer, and their son Bert Convy. They love the house and Stevens settles down to await mail from Williams, which is not forthcoming. Her parents give her a horse for her birthday which is stabled with Troy Donahue, whose father, a bookkeeper with Aherne, was sentenced for embezzling

some money and hanged himself. Donahue refuses to be run off and hopes to gain recognition as a writer. Stevens visits a doctor, and her suspicion that she is pregnant is confirmed. She tries to reach Williams but to no avail. Convy tells her he loves her but she puts him off. At a party, she receives word that Williams was killed in a fall from the mountain and tries to kill herself. She is rescued by Donahue. She tells McGuire and Nolan that she is pregnant. Nolan arranges for a job in Guatamala, and McGuire plans on letting Stevens bear her child and announcing to all their friends that it was she who gave birth. Nolan dies of a heart attack, and McGuire and Stevens return home with the child. Donahue admits his love for her and proposes, but she puts him off as well as Convy, who wants to marry her. The baby accidentally burns himself and is rushed to the hospital where he will recover. The doctor insists that only the mother can see the infant, and at that point, Stevens reveals all. Convy loses interest but Donahue goes to her.

X-RAY: Beautifully mounted and containing a goodly amount of interest for women and others who like the involved, soap-opera type of romance, this entry should do alright as part of the show, especially where proper promotion is in order with the campaign slanted at teeners, because of the lead characters, and at the femme part of the audience. It's a bit on the long side, but the characterizations are good, as are the production and direction. The use of color is particularly effective in many sequences. Delmer Daves wrote the screenplay based on the novel by Doris Hume. Donahue and Stevens should have a substantial following because of their frequent appearances on several TV series.

TIPS ON BIDDING: Higher program rates.

AD LINES: "An Intriguing Story of Young Romance And Its Complications"; "Young Love Is A Wonderful Thing—Sometimes"; "A Penetrating Drama Of First Love."

FOREIGN

The Anatomist

DRAMA
73M.

Richard Gordon Assoc.
(English-made)

ESTIMATE: Fair entry for art spots.

CAST: Alastair Sim, George Cole, Jill Bennett, Margaret Gordon, Diarmuid Kelly, Michael Ripper, Peter Halliday, Frank Taylor. Produced by Vincent Johnston, directed by Leonard William.

STORY: Back in 1828 in Edinburgh, the study of anatomy in medicine was quite a feat, with the subjects for study acquired by body snatchers from cemeteries. They were not above stooping to murder when their supply dried up. Dr. Alastair Sim is not concerned where the bodies come from, while his newly-appointed assistant George Cole is unaware of their origin until he recognizes one of the corpses as an attractive girl he met in a bar. Cole even gets into an argument with his fiancée defending

Sim. The body snatchers are arrested for murder and convicted, and Sim is involved in the scandal which has crowds thirsting for his blood. His students come to his defense and the instruction continues in the home of Cole's fiancée.

X-RAY: The subject matter and its static method of presentation categorize this as best suited for the art spots, where its stage-like manner will best be appreciated. There's a mite too much conversation and a minimum of movement here, while performances are good and direction and production are fair. Mayhaps the name of Alastair Sim may have a bearing on attendance if devotees are so notified. The screenplay is by Leonard William, based on the play by James Bridie.

AD LINES: "They Were Always In The Market For Well-Preserved Bodies"; "An Absorbing Film Based On A Famous Stage Play."

Question 7

DRAMA
107M.

Louis de Rochemont Assoc.
(Filmed in Germany)

ESTIMATE: Highly interesting entry.

CAST: Michael Gwynn, Margarete Jahnen, Christian de Bresson, Almut Eggert, Erik Schumann, Max Buchsbaum, Leo Bieber, Fritz Wepper, Helmo Kindermann, Galina Probandt-Frank, Manfred Furst. Produced by Lothar Wolff; directed by Stuart Rosenberg.

STORY: When a pastor in an East German town is sent to jail because some of the passages from the Bible were misinterpreted by the authorities, his replacement is Michael Gwynn, accompanied by his wife, Margarete Jahnen, and their son, Christian de Bresson, who shows promise on the piano. The lad manages to evade joining the youth movement of the government at school, but he and the others must answer a questionnaire. If the answers are not right, then his whole future could be in doubt as a pianist. The boy has always been taught to be truthful and he is troubled how to answer it. The boy has to go to a Berlin youth festival where he is to play under Communist sponsorship. Rather than give in to the authorities and shame his father in his opinion, the boy sees a chance to cross the border into the western zone. Back in town, the father is placed under house arrest, but he's proud of his son. He breaks his confinement to show up in church to preach his Sunday sermon.

X-RAY: This is supposed to be a contemporary story based on actual incidents and on documents out of the East Zone of Germany. It holds interest pretty well throughout, with one of the most startling developments being the way that school age youngsters are indoctrinated with the Communist line and propaganda. The pressure to conform is so great that existing under those conditions is a most difficult task. The performances are quite good, as are the direction and production, and it should do well in the art and specialty spots. Allan Sloane wrote the screenplay.

AD LINES: "Torn From Today's Headlines"; "An Unusual, Timely Drama Based On Official Documents."



EXPLOITATION

ACTUAL PROMOTIONS, accomplished by Experienced Theatremen, that can be applied with profit to many other Theatre Situations.

This special section is published every-second-week as a separately bound saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each such cumulatively numbered saveable section represents current submissions that have been judged by the Editorial Board as having the originality and ticket selling force to warrant placement in the 1961 SHOWMEN OF THE YEAR CONTEST (explanation elsewhere). It is recommended that theatremen save complete annual consecutively numbered files of these EXPLOITATION sections, and on the last page of each issue will be found a complete cumulative index for the year. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Pa.

OCTOBER 11, 1961

SECTION THREE
VOL. 66, NO. 18

Individual ACHIEVEMENT CITATIONS have been issued for each of these:

B | KIDS' MATINEES

NUMBER B23

Police Gladly Help

THEATRE: Olden,
ADDRESS: Trenton, N. J.
MANAGER: Jack Kosharak

We recently followed up a successful "Bicycle Safety Matinee" and are now promoting an engagement of United Artists' "The Police Dog Story."

With the growing use of K-9 dogs by police a topical subject, we lead off with a special screening for all local police and state police; and this got a lot of newspaper mention

The New Jersey State Police furnished police dogs and their handlers to demonstrate their work on the stage at the Saturday matinee for a demonstration of their skills. The kids went for this in a big way and the appearance of the police and their dogs made for a block-bursting matinee, to say nothing of the goodwill and word of mouth that a 'public service' event like this is sure to create.

Also, in cooperation with the local Irene Parker Dance Studios and Liberty Music Shop we just finished up a 10 week series of 10-act amateur shows at the Saturday matinees. These built up to a grand finale with the winner getting a trip for two to New York, including the Taft Hotel and television shows all paid for by the sponsors. This no cost to the theatre series drew lots of newspaper mention of the local children and definitely increased our Saturday matinee kiddie business.

NUMBER B24

P-A At Award Give-Away

THEATRE: Ritz
ADDRESS: Edinburgh, Scotland
MANAGER: John L. Smith

When the second prize in a national contest sponsored by ABC and Crosse and Blackwell was won by a patron it was decided that the award should be presented with all the trimming at this theatre, the head office arranged for actress Heidi Erich to come to Scotland for the occasion.

A week prior to the presentation, the display window was devoted to a big blow-up of the actress and Crosse and Blackwell products together with suitable announcements. In addition six grocers in the city gave window displays announcing the personal appearance. A special slide was screened at every performance giving full details.

Miss Erich was introduced on the stage by Clifford Elsom, of the ABC head office, who was once a repertory actor and handles all personal appearances. He interviewed her and the prize winner was then introduced to the audience before being presented with his award, a movie camera. This was brought on to the stage by a little girl whose twin followed on with a big bouquet for the actress.

At a reception in the theatre Miss Erich was introduced to a large gathering of press-



Carroll Baker, star, MGM's "Bridge To The Sun", opens PAL's fund-raising bridge in the middle of Times Square, New York City, assisted by Robert Mochrie, MGM's general sales manager and Burtus Bishop, assistant general sales manager. The promotion, which will continue for a month, was worked by MGM, PAL, and the U.S. Army Recruiting Service which controls the Times Square space.

men and photographers representing national and local papers and Crosse and Blackwell executives. During the reception Miss Erich presented one of the lesser prize winners with a fitted beauty case.

For the occasion the reception hall and the theatre foyer were specially decorated with flowers by the Corporation Parks department and a large banner announcing the event was hung over the main entrance doors.



Harry Boesel, manager, Wisconsin, Milwaukee, Wisc., ran a "Roaring 20's" costume contest in connection with the opening of Allied Artists' "King Of The Roaring 20's" and pictured on stage are eight contestants with Tom Shanahan, radio station WEMP, who served as M.C.

NUMBER B25

A Pony Give-Away

THEATRE: Playhouse
ADDRESS: Statesville, N.C.
MANAGER: Rufus Neas

Imagine. You send your kid to the Saturday matinee and he comes home with a real, live pony. Where are we going to keep it? What are we going to do with it?

Despite the reaction of some moms, we developed a pony give-away for "Misty," the Fox feature based on Marguerite Henry's "Misty of Chincoteague."

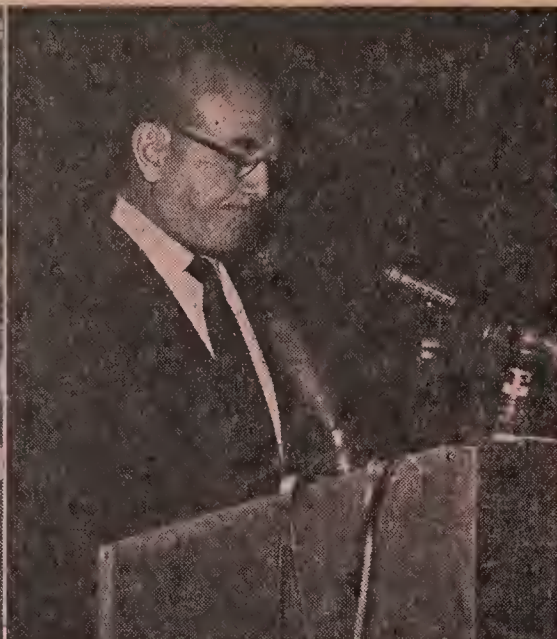
The campaign was set up and immediately put into motion by giving news stories to the newspaper and radio stations announcing the pony give-a-way and its arrival. The announcements started about 10 days before the pony arrived and it got here 12 days prior to the opening of the picture.

Railway Express Agency delivered the pony to the theatre with a police escort. Large banners were on the REA truck with copy as follows: "REA delivers our 'Misty,' the Real Live Pony you can win Free . . . See 'Misty' starting March 29th at the Playhouse."

The street was closed to traffic and the welcoming of our Misty was held in the street in front of the theatre. The welcoming committee was made up of the Mayor, who put a floral horseshoe on the pony's neck, the President of the Statesville Chamber of Commerce and the President of the Statesville Merchants Association. This event was covered by the press, with the local radio stations carrying remote broadcasts without charge.

The pony was kept in a stall in the theatre lobby during peak hours (6-9) each evening until the night of the give-a-way. A large banner over the stall had the following copy: "Kids . . . Here is the Real Live Pony, just like 'Misty' in the movie, that you can win absolutely Free. Get entry blank . . . color in scene from movie . . . return to this theatre. See 'Misty' with David Ladd starting March 29th." Also, a 40 x 60 board with complete contest rules was placed near the stall. The pony was kept at a local pony farm each night without charge and was fed daily by Bunch Purina Store, also without charge.

The pony was taken to visit all city and most county schools during lunch hours, etc.



Visitors to the Warner Brothers booth at the American Legion convention in Denver, Colo., recently received autographed pictures of several Warner stars. The booth featured displays of motion picture, television and recording phases of Warner Brothers; center, Col. Jack

L. Warner, president, Warner Brothers, addresses delegates after receiving the Legion's Fourth Estate Award; and, right, Powers model Carol O'Kane and T. H. Cooper, delegate from Charlotte, N.C., inspect a model of a set from Warner's "A Majority Of One" in the booth.

The local Ford Dealer loaned us a new truck for hauling the pony and had banners on each side with copy as follows: "Carolina Motor Company furnishes transportation for our 'Misty' in the all new FORD E-Con-O-Line Pick-up. See 'Misty' March 29-April 3 at the Playhouse.

On Saturday afternoon before the picture opened on Wednesday, WSIC Radio Station sponsored a "Meet Misty Party" and Cartoon Show at which time the pony was led up and down the theatre aisles and introduced to the children. The station promoted this, without charge, with 100 spots and a quarter-page newspaper ad. The following day WSIC took the pony to Love Valley, a little Western town 12 miles north of Statesville, for young children to ride. Each child received a free Snow Cone and gifts were promoted by the theatre for the parents. Approximately 1500 children attended the theatre on Saturday and 400 rode the pony on Sunday.

The city and county libraries each built special displays in conjunction with the book. The County Library Bookmobile had banners on each side with this copy: "Read Marguerite Henry's 'Misty of Chincoteague' and see the movie 'Misty' starting March 29th at the Playhouse.

A special trailer was used in all three local theatres. Entry blanks were available at the theatres, radio stations, newspaper office, city and county libraries, bookmobiles and Bunch Purina Store.

The local newspaper was most cooperative in promoting "Misty." In addition to regular news coverage they reproduced and published free an entry blank and gave us a full page "Story in Pictures."

To determine who would win the pony, a coloring contest was held and the scene used was one taken from the picture. A panel of judges was set up and the winner was selected from the entries. Judging was based upon accuracy, neatness and skill, and the contest was open to all children 12 years old or younger.

NUMBER B26

Serial Still Potent Kid Draw

THEATRE: Odeon Humber

ADDRESS: Toronto, Ontario, Canada

MANAGER: John Heathcote

This is my campaign on a new British serial which plays off in eight chapters, "Ali and The Camel." This is in color and is way above the run of the mill, so we thought it would be possible to promote it and our children's movie club on Saturday afternoons to the Parent-Teachers Association.

The first Saturday afternoon representatives were in the theatre and expressed surprise at the orderly way the matinee was conducted and the obvious interest in what is admittedly a fine serial. Incidentally, our attendance is way up during the showing of

this attraction.

Two thousand heralds were distributed at the local schools by one of our ushers dressed as an Arab boy. This aide, still in costume, also gave special cards away the Saturday prior to start of the serial for subsequent punching. It was explained to the children that if they came each week they would see the eighth show free.

Our lobby had 40x60's giving details of the promotion at theatre level and we also plugged the promotion three weeks prior from the stage.

Orange Crush International cooperated in a free orange drink sampling the first Saturday and a sign in the lobby announced, "Thirsty work crossing the desert so Ali and the Camel will give everyone a free orange drink at the movie club Saturday."

Subsequent Saturdays we promoted free pencils and then free book covers. Now the children are into the serial's story and they are coming each week we feel our job has been well done.

NUMBER B27

Back To School Party

THEATRE: Plaza

ADDRESS: Oklahoma City, Okla.

MANAGER: Farris Shanbour

Here's one we literally fell into because WKY Radio wanted to hold a "Back To School" promotion.

We decided to do it on U-I's "Come September" because of its subject matter. They mailed out the tickets which served as passes from the radio station to the first 900 school

kids sending in a request card. This promotion was run for two weeks and in four days had already mailed out 'tickets' covering the entire seating capacity of the theatre, which was 900 tickets. They continued promoting the party, saying that the tickets were all gone; but for those who had tickets to be sure to come.

Sample radio continuity was as follows: "Sorry . . . they're GONE. Every single ticket is GONE! You lucky WKY listeners who have tickets for the WKY "Back To School" Party . . . be at the Plaza Theatre . . . Tuesday evening . . . eight p.m. . . . You'll see the WKY, deejays as they give away FREE RECORDS . . . and you'll see the movie "Come September" starring Rock Hudson, Gina Lollobrigida, Bobby Darin and Sandra Dee. Attend Oklahoma's BIGGEST "Back To School" Party . . . enjoy free popcorn . . . see the WKY deejays . . . have a swingin' time before the school bell rings! If you're one of the lucky WKY listeners with "Back-To-School" tickets . . . we'll see you Tuesday, eight p.m. . . . at the Plaza Theatre . . . Bring a friend . . . come for fun 'n frolic . . . free popcorn . . . free movie . . . and a swingin' good time at the WKY "Back To School" party."

All of the WKY D.J.'s were at the theatre the night of the party, and they worked the line, tore tickets, and were on the stage for 30 minutes before the movie began. The Party was scheduled for eight p.m.; but by seven p.m. there was a line in front of the boxoffice two and one-half blocks long. WKY used over 200 spots on this promotion at no cost to either the theatre or the film company.

Our regular radio spots began the following Tuesday and ran through the first week. This radio saturation covered the three top stations in town and we used a total of 10 spots per day on each station.

Our marquee can be seen for quite a distance; and instead of using marquee letters, we had two 24-sheets cut out and mounted on both sides of the marquee. It was then flooded with 1,000 watt lights. This worked out so effectively that we intend to adapt the idea whenever feasible in the future.

The Sunday before opening, we received a front page in color on the "Funfare" section of the Sunday Oklahoman, which was at no cost to us or the film company.

We had a very eye-catching lobby display, which was put up five weeks before the opening; and a full and special trailer was on the screen four weeks in advance.

As we said, this is a case of saying 'yes' and going along with a good contact when they wanted to do something and we look upon it as taking the place of an advance preview. Everything worked out fine and everyone was happy.



Sack Theatres, Boston, cross-plug Life Magazine scoop of Paramount's "Breakfast At Tiffany's" for Capri in October. Pictured in the lobby of the Gary are Sam Richmond, left, general manager, Sack Theatres, with Ben Sack, president. The Saxon, Beacon, and Capri are also featuring the display.



MGM's "King Of Kings" had fine exposure in Dallas, Texas, when it had the above display in a vacant building adjacent to the Majestic. The Samuel Bronston production begins Nov. 16 at the Tower.

COMPANY ASSISTS

A TWO-COLOR insert card heralding Stanley Kramer's "Judgment At Nuremberg" will appear in one million copies of six paperback books to be published in December and January by New American Library. Aimed at reaching the widest possible audience, the pocket-books range from serious fiction to humorous titles to hard-boiled mysteries. In December, 150,000 copies each of "Summer and Smoke" and "Around the World With Auntie Mame" will go on sale in more than 125,000 outlets across the country, each soft cover edition carrying the "Judgment at Nuremberg" advertisement. In January, 400,000 copies of Spillane's "The Deep," and 100,000 copies each of "Years With Ross," "Vangel Griffin" and "Serenade" will contain the card advertising the United Artists road-show attraction.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

Largest Electric Sign Makes Debut Over Loew's State

NEW YORK—Metro-Goldwyn-Mayer's "King of Kings," which will have its World Premiere Wednesday, October 11, at Loew's State, is heralding the largest electric sign for any film in Broadway's history.

The sign, designed by Artkraft-Strauss, is directly over Loew's State Theatre. Each letter, spelling out "King of Kings," is 15 feet high. A total of 9653 electric bulbs will flash continuously on the sign. Consolidated Edison had to install special equipment to provide the extra power that the sign requires.

Ten men, working for an entire week, were needed to put up the sign.

Additional electric displays for Loew's State include a neon facing, to be used as an overlay over the theatre's upright. This facing will reach from the 7th to 17th floors of the building.

Also, a special marquee display, including an actual scene from "King of Kings" imprinted on a plastic composition, will dominate the theatre entrance.

"The Movie Of The Month" Theatre Promotion Plan Ready

After a series of pilot tests, "The Movie Of The Month" promotion plan, a tie-up between theatres, film distributing companies and leading supermarket chains will be launched nationally in mid-autumn 1961 and winter 1962 servicing at least 33 major market areas of the United States and Canada.

"The Movie Of The Month" plan is sponsored by Patrons Associated Services, with headquarters at 127 Carroll Avenue, Mamaroneck New York. The organization is headed by Nick John Matsoukas, veteran film industry and motion picture theatre advertising executive, publicist and exploiter.

As the chief strategist of the plan he describes "The Movie Of The Month" theatre supermarket promotion as one: "designed to increase and stimulate theatre attendance for seven days of the week, but specifically during the four off days of the week, Monday through Thursday."

Some fifty pilot tests have been undertaken to establish basic facts beneficial to the theatre, supermarkets and the distributing film companies. The established results vary according to the type and caliber of the attraction and the theatre's exhibition policy.

In a town of little more than 200,000 people, a road show engagement in a theatre located near the outskirts of the city, in three and a half weeks time a total of 19,507 people bought tickets under this plan.

In a city of 750,000 people, a big picture booked for a four week continuous, advanced prices engagement, extended its run to a total of seven weeks. The plan was put into effect on the third week of the run at a time when the theatre had dropped by 56% in business.

A picture whose national box office record was worse than poor, accounted for 15-18% of the attendance.

"The Movie Of The Month" plan is a silent worker for the theatre, the supermarket and the film distributor. This is how it operates:

The participating supermarket chain supports and promotes "The Movie Of The Month" plan, by advertising handsomely in all the media they employ, such as newspapers, house mailpieces, radio, television and through special store displays, signs and other miscellany.

All of the advertising combined, because of the vast circulation and impressive super-

market traffic affords "The Movie Of The Month" attraction, top drawer exposure, impossible to be achieved by any theatre campaign because of the costs and the non-accessibility of the vast, semi-captive traffic of the supermarkets.

All advertising copy invites the supermarket customer to see "The Movie Of The Month" and offers them this inducement:

With every \$10.00 (or \$5.00) purchase at any of the participating supermarkets, the customer receives a special theatre courtesy discount ticket to see "The Movie Of The Month," as designated by Patrons Associated Services, and playing at a participating first run theatre in town.

These tickets are honored at the box office only on four days of the week . . . Monday through Thursday . . . weekends and holidays are void.

The patron surrenders the ticket at the theatre box office, makes a payment to the cashier of no more than 50% of the established highest price of the week. The cashier in turn issues a regular theatre admission ticket to the customer, equal in price to the amount paid by the customer as dictated by the discount ticket.

This promotion costs the theatre or the film company nothing. The participating supermarket stands the costs of advertising, printing of tickets, signs and other miscellaneous bits of promotional material.

Patrons Associated Services selects "The Movie Of The Month." In making the choice, the primary consideration is not the picture's box office potential but rather the appeal and the attraction the picture will have as top family entertainment, free of undue emphasis on violence, sex and sheer brutality.

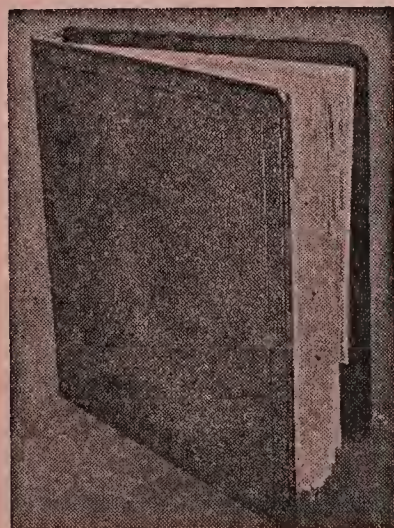
In appraising the promotion one supermarket chain head communicated the following:

"I am 100% sold on the tie-up and we have advertised it consistently in our newspaper color sections, regular double-truck ads and single page ads. Also on our weekly television and radio time. Our stores carry full displays on the tie-up. I believe that we have found a way to bring a whole new class of people back into the theatre. My customers are grateful for this opportunity and I am most satisfied with the whole promotion."

In a two page letter, the head of a theatre chain that has repeatedly used this promotion

(Continued on next page)

SAVE . . . these EXPLOITATION sections!



Specially Numbered, Classified, Indexed and Punched for Filing, they will prove to be an encyclopedia of useable exploitation stunts.

A standard 10 1/2" x 12 3/4" Ring Binder can be purchased locally, or the sturdy 3-ring

Service-Kit Binder

capable of holding two full years of data is available to Subscribers for \$1.50 each.

(Price includes shipping costs. Cash with order, or C.O.D.)

MOTION PICTURE EXHIBITOR
BOOK SHOP

317 N. Broad Street
Philadelphia 7, Penna.

"MOVIE OF THE MONTH"

(Continued from page EX-355)

plan, has this to say in part, in appraising the plan.

"We feel that the extra advertising which was gained by this promotion was outstanding. Inch by inch the newspaper space provided by the supermarket through the weeks nearly equaled that purchased by the film company through the entire engagement. We feel sure that the discount coupon patrons, were on the whole, an audience we would not have reached without this tie-up."

As of this date, Patrons Associated Services is working with 33 of the nations leading supermarket chains who will have an exclusive franchise "Of The Movie Of The Month" plan in their respective market areas.

These 33 chains operate a total of 1512 big supermarkets in 736 cities and towns.

Of the 736 cities and towns some two hundred are cities with a population of 150,000 and more.

The 33 supermarket area population is about 45,000,000.

The weekly traffic of the 1512 supermarkets is more than 10,000,000 people, heads of families, who spend about \$35.00 per week average, to feed a family of 3.5 membership.

As Mr. Matsoukas explains it, "These 10,000,000 weekly supermarket customers, which number will increase as more firms adopt the plan, are in essence an untapped source of potential customers for the theatre. The saving offered to the housewife helps pay for the baby sitter or buys her a new pair of stockings. It does not make her rich but the housewife certainly appreciates it."

It was pointed out that to the large, five figure operated theatre the percentages accounted for through this plan might not look "miraculous" or sensational. To the lower op-

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erated theatre it is a god send and might provide sound reasons for an extended week engagement. However, this is basic in the analysis offered by Patrons Associated Services.

"We claim no miracles for our plan. But we feel that month in and month out, helping bring back people to occupy empty seats is a noble habit to get the American family into. Repetition is habit forming. In view of the past few years trend towards an "exodus" from the theatres, the crystalization of a habit forming pattern under some pretense or other might help turn the tide into an invasion of a theatres empty seats to be roundly filled by a humans rear anatomical end."

"The added stimulation of business during the four off week days in many cases makes the difference between profit and loss" according to Matsoukas. As he puts it . . . "In the theatre's present state, existing in cycles of feast and famine, "The Movie Of The Month" plan is indeed useful because it takes a lot of beans to fill a sack and every little bean helps."

As "The Movie Of The Month" selected attraction is booked for an engagement in a theatre located in a city or town within the market area served by stores Patrons Associated Services will arrange all details with the specific theatres and individual film distributing companies insuring their participation and cooperation; the theatre will be notified well in advance of the opening date of each engagement of "The Movie Of The Month" so that the theatre will have ample time to organize an effective campaign; PAS will

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**THE NEW 1961
"Showman-of-the-Year"
CONTEST**

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation, And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to a Board of Judges for their individual study and their personal choice of the BEST THREE. A minimum of

**\$30000
IN PRIZES**

will be awarded to the three "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Penna.

supply basic ad copy, advertising layout proofs, stills, etc., in the preparation of theatre newspaper and mail piece advertising; PAS will send the theatre the needed amount of television and radio promotional material, if it is available and if the theatre can use it; PAS will supply the basic copy for the printing of the exclusive courtesy theatre discount tickets. Also whenever available, and at no cost to the theatre, PAS will supply supermarkets with special store display material in the amount requested by the theatre; and will advise the theatre of any special promotional ideas or plans to augment the success of the promotion.



Jack Sanson, Stanley Warner resident manager, Strand, Hartford, Conn., boards the scooter, one of many promoted for U-I's "Come September" street parade ballyhoo, tied in with a local scooter distributor in the Capital City.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 North Broad St., Phila. 7, Pa. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combination. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 346 West 44th St., New York 36, N. Y.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia 7, Pa.

NEW EQUIPMENT

LONG LASTING MASONITE MARQUEE LETTERS, fit all signs. Sample free. Black or red. 4"-40¢; 8"-60¢; 10"-75¢; 12"-\$1.00; 14"-\$1.50; 16"-\$1.75; 17"-\$2.00; 24"-\$3.00 (10% discount 100 letters, or over \$60.00 list). S.O.S., 602 W. 52nd, New York 19.

REVIEWS WANTED

WANTED: Pink reviews prior to September 12, 1951. Also WANTED 16mm feature films bought and exchanged. Send list. Write to POST OFFICE BOX 4824 North Station, Memphis 7, Tenn.

SILENT MOVIES WANTED

SILENT MOVIES — Wanted — Negatives, prints. SHERMAN, 2120 E. 177, NYC 72.

THEATRE SEATING WANTED

WANTED: 100 good used seats in northern Minnesota. Advise price. GRAND THEATRE, Baudette, Minn.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 160 Hermitage Avenue, Nashville, Tennessee.

THEATRES FOR SALE

ILLNESS forces sacrifice sale modern brick and steel theatre, stereophonic sound 36' screen, 420 seats. Apartments and space rental. Contact OTTO SORENSEN, Powers Lake, North Dakota.

THEATRES FOR BINGO. Florida and near Vancouver. BOVILSKY, Theatre Agent, 34 Batson Street, Glasgow, Scotland.

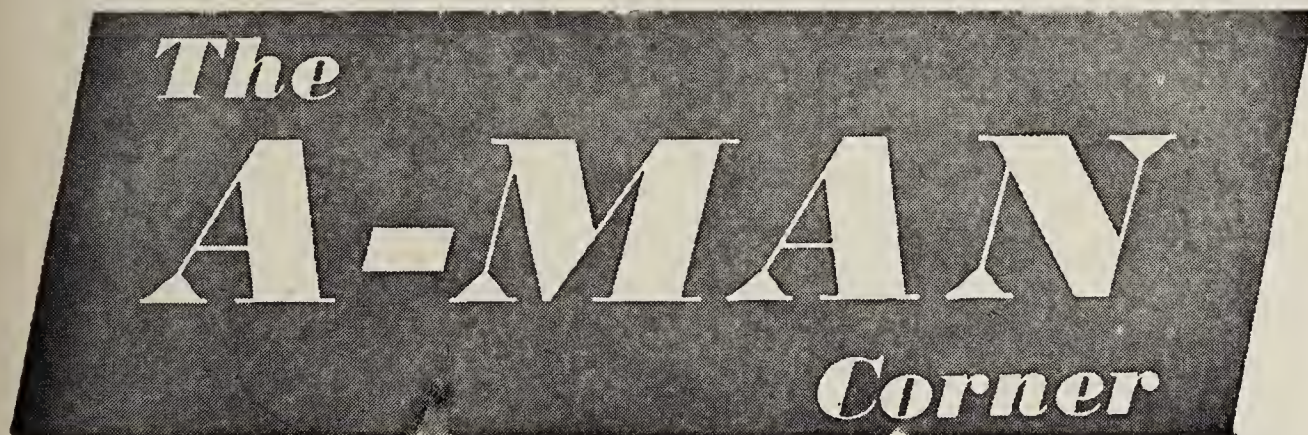
USED EQUIPMENT

AUTOMATIC CHANGEOVERS, WEAVER, STRONG Zipper or Thide (less switch), Pair \$24.95; 2000' Film Cabinets 6, 8, 10/12 Section, New Sternmade, per sec. \$1.95; 16" Simplex magazines top or lower \$4.95. S.O.S., 602 W. 52nd, New York 19.

WINDOW CARDS

WEEKLY THEATRE and DRIVE-IN CARDS. 100-14 x 22-\$6.00. All colors. Other prices and sizes on request. 1,000 Passes printed FREE with your first week's order! WINN PRINTING, 5809 Woodland Avenue, Philadelphia 43. Pennsylvania.

Have you tried "Plus Service No. 8" Of EXHIBITORS THEATRE FORMS and SYSTEMS? SERVICE MANUALS—for the quick and proper training of new and old Theatre Employees—10¢ each



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address. Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

WANTED, job as projectionist. 7 years experience. Phone calls accepted. Write HARRY F. BEARD, Box G, Hay Springs, Nebraska. Phone ME 8-3541. (927)

MANAGER—Looking for permanent position with chance for advancement. Newspaper and exploitation experience. Prefer South or Southwest, but will consider all offers. References. BOX A927, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

SHOWMAN. 41 A.B., Mgr., Dist. Mgr., Film Co. exploitation; Roxy, N.Y., Cinerama, Decent salary, security. Living New York City; will relocate. Experienced Philadelphia, N.Y., midwest, coast, 27 years. Always increased grosses through showmanship. BOX A104, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

Address all correspondence to— **The A-MAN Corner** { Motion Picture Exhibitor 317 North Broad St., Phila. 7, Pa.

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While they last,
Help **YOURSELF**
to Experience
at the special,
reduced price
of **\$4.00!**

(Formerly \$7.50)

236 BIG PAGES
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Know-How



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- and 100's of other fundamentals

MOTION PICTURE EXHIBITOR
BOOK SHOP

317 North Broad St., Phila. 7, Pa.
Philadelphia 7, Pa.

Enclosed \$ for copy(s)
SHOWMANSHIP in ADVERTISING

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greatest

Season's Greetings

TRAILER

we've ever produced

stars...

SHARI LEWIS

...and

**LAMB
CHOP**

...that's
me!



Star of NBC Network
"Shari Lewis Show!"

More than 16 million
viewers — weekly!

Winner of 1960
"Peabody Award!"

In gorgeous
DeLuxe COLOR

HT-61-1A **\$15⁹⁵**

with MERCHANT GREETING

HT-61-2A **\$18⁴⁵**

BLACK & WHITE

HT-61-1B **\$9⁹⁵**

with MERCHANT GREETING

HT-61-2B **\$12⁴⁵**

Never before have we been able to offer exhibitors a SEASON'S GREETINGS TRAILER so packed with "values"!

The nationally-acclaimed talents and personality of SHARI LEWIS...and her little friend, LAMB CHOP!...the warmth and entertainment of their appealing repartée...as they extend your Season's Greetings to your patrons!...The BLOCKBUSTER value of a star known to millions...in a cute, heart-warming production...filmed in gorgeous COLOR...and bubbling with Holiday Cheer!

And there's also an *extended version* of this wonderful trailer...with SHARI and LAMB CHOP adding MERCHANTS' GREETINGS...to precede your profit-making *Merchant Greeting Ads!*

It's the biggest contribution to your Holiday Showmanship since the advent of *St. Nick*...and it's already available at your National Screen Exchange! Order it TODAY!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

MOTION PICTURE

EXHIBITOR

Plus...

**SHOWMEN'S
TRADE REVIEW**

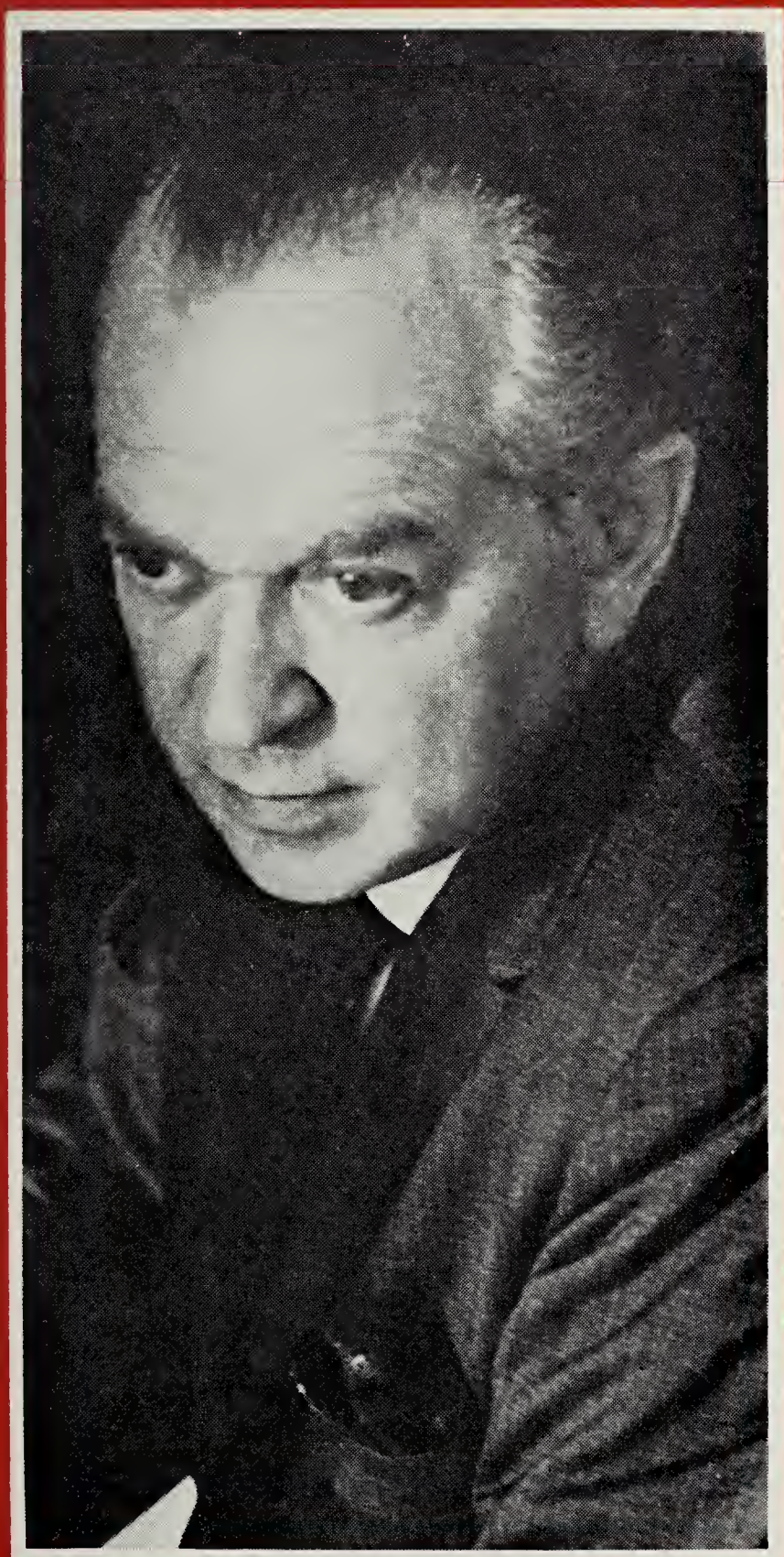
Founded in 1933 by
CHARLES E. "Chick" LEWIS

OCTOBER 18, 1961

Volume 66

Number 19

IN TWO SECTIONS • THIS IS SECTION ONE



Giant Turnout For TOA Sessions

(See Page 6)

UA Announces Three-Year Plan

(See Page 8)

Samuel Bronston, producer of MGM's biblical epic, "King of Kings," proudly saw his film open last week at Loew's State, Broadway.

The Legion And "LA DOLCE VITA" . . . see editorial—page 3

*It's the merriest mixings since girls discovered boys...
and bachelors discovered apartments!...
(co-operative, of course!)*



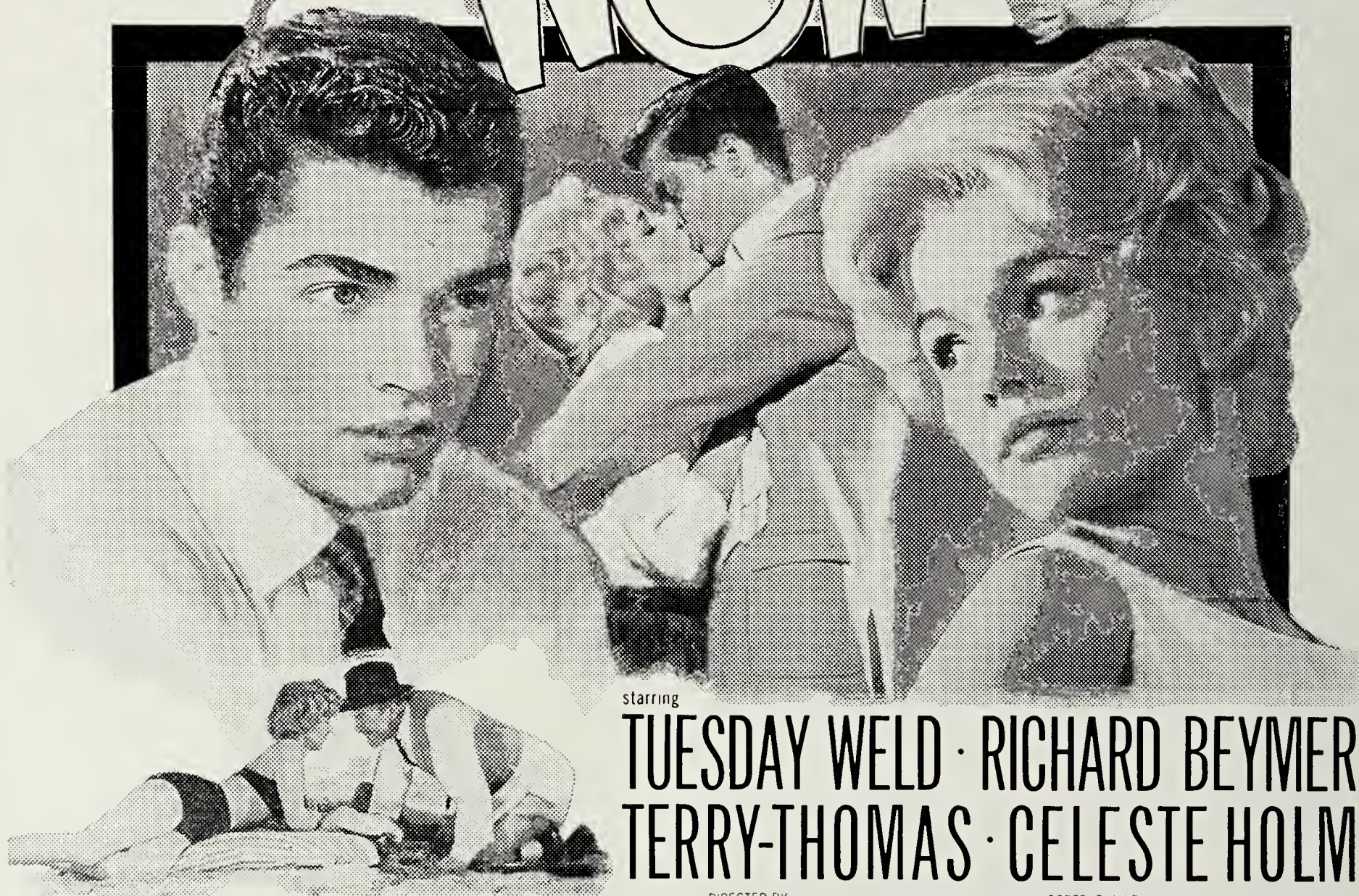
20th
Century-Fox
presents

JACK CUMMINGS Production of

Bachelor Flat

is a
wall to
wall

WOW



starring

**TUESDAY WELD · RICHARD BEYMER
TERRY-THOMAS · CELESTE HOLM**

DIRECTED BY FRANK TASHLIN · FRANK TASHLIN and BUDD GROSSMAN

CINEMASCOPE · COLOR by DE LUXE



Hilariously Yours for SPECIAL NEW YEAR'S EVE ENGAGEMENTS!

43 Years of Service to the Theatre Industry

Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 317 North Broad Street, Philadelphia 7, Pennsylvania. New York field office: 8 East 52nd Street, New York 22. West Coast field office: Paul Manning, 454 S. Rexford Drive, Beverly Hills, Calif. London Bureau: Jack MacGregar, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and general manager; Albert Erlick, editor; M. R. (Mrs. "Chick") Lewis, associate editor; George Frees Nonamaker, feature editor; Mel Kanecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada, and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Second class postage paid at Philadelphia, Pennsylvania. Address all official communications to the Philadelphia publishing office.



Volume 66 • No. 19

OCTOBER 18, 1961

THE LEGION AND "LA DOLCE VITA"

WE HAVE always had the highest regard for the Catholic Legion of Decency and its executive secretary, Rt. Rev. Msgr. Thomas F. Little, S.T.L. and his capable staff headed by Rev. Patrick J. Sullivan, S.J., S.T.D. They do a sincere, devoted job of guiding the entertainment tastes of their followers and others.

Certainly, we have disagreed with some of their criticisms and methods. No human being is perfect, and no job is more difficult than that of the moralist, who works in an atmosphere of pressure from all sides.

Recently, the Legion classified "LA DOLCE VITA," placing it in a separate category with the rather cryptic statement describing it as "a bitter attack upon debauchery and degradation . . . sometimes coarsely stated and perhaps exaggerated . . . but animated throughout by a moral spirit . . . Such subject matter can pose serious, moral problems for the immature and intellectually passive viewer."

The result seems to have been confusion in Catholic critical ranks. We have followed the reporting on the film in the Catholic press. Critic William Mooring's column is carried in both the Albany EVANGELIST and the Philadelphia STANDARD AND TIMES. In the former paper, Mooring, who pulls no punches, kicked off the column with a blistering attack on "LA DOLCE VITA," calling attention to the Legion classification but adding, "How many people may perceive the moral values to which the Legion refers is hard to guess, but among the Hollywood moviemakers to whom the theatrical success of "LA DOLCE VITA" is certain to suggest imitation, they may be very few."

Mooring also writes, "What Federico Fellini intends to convey in "LA DOLCE VITA" is known only to God and Fellini. The shocking degeneracy he depicts within the Eternal City suggests to many that he would indict Christianity in the

western world. Certainly when Italian Catholics protested the film, Italian Communists acclaimed it."

The EVANGELIST went even further, carrying on its front page a message from the Most Rev. William A. Scully, Bishop of Albany, and former Legion head, who said:

"We are shocked to learn that the imported highly controversial motion picture, "La Dolce Vita," is to be presented in Albany on Oct. 18. This picture is disgusting in its exposition of the immoral lives of so-called high Roman society. It is revolting with its prostitutes, its all night sex orgies, its suicides, and the murder of two innocent children. This is not a film which has compensatory qualities. The impact of such a picture upon our youth will be nothing less than tragic. This is no picture to be placed before a decent American boy or girl. Even adults will find it nauseating. Just pass this one up for the good of your soul. "La Dolce Vita," translated "The Sweet Life," is a horrible deceptive misnomer."

An editorial in the same issue of the EVANGELIST winds up, "La Dolce Vita is out of bounds for adolescents and should be also for all adults who derive neither inspiration nor entertainment from a sad picture of sick people."

The Philadelphia STANDARD AND TIMES, on the other hand, carried none of the criticism on "La Dolce Vita" from Mooring's column. We wonder if this was in deference to the Legion, which after all had not condemned the film.

It would appear that many Catholics wish their Legion had been a little more potent in their criticism of this particular film. In this case, some Catholics seem to feel that their moral guide fell down on the job.

EDITOR'S NOTE: Recent reports indicate that business on the film is not up to expectations, particularly in the smaller situations away from metropolitan areas.

FAIR PLAY FOR "FANNY"

WE CONSIDER Charles Boasberg, Warner Bros. general sales manager, to be one of the best sales executives in this industry and one of the fairest. This view was strengthened recently when he changed his earlier ruling that "FANNY" must be played or paid for at Saturday matinees regardless of exhibitors' feelings about its suitability for kiddie audiences. This willingness to change his mind is another indication of Boasberg's regard for fair play.

Also to be commended are the National Allied leaders under President Marshall Fine who took up the cudgels in

an effort to reverse what appeared to them to be an unfair practice. They handled an extremely touchy subject with gentlemanly and business-like methods, backed by other exhibitors who followed the same line of reasoning.

The success of exhibition's campaign should be proof that far more constructive advances can be made in our business by men of good will discussing their differences than by rabble-rousers hurling threats in all directions.

Mr. Boasberg and a revitalized Allied organization have made many new friends.

A BATTLE OVER BOTTLES

PENNSYLVANIA theatre goers were treated to a new idea in film advertising recently as a drive-in announced in its newspaper display, "NO ALCOHOLIC BEVERAGES ALLOWED IN THEATRES."

Apparently some patrons are taking the informal atmosphere of the outdoor theatre a little too seriously resulting in a

problem not encountered by conventional houses.

We have criticized certain drive-in policies such as dollar-a-car, triple, four, and five features, and free admissions that tend to cheapen the atmosphere and reduce respect of the public for both the theatre operation and the films. This problem could be a manifestation of that loss of respect.

Letters . . .

UNSOLICITED • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

From PHILADELPHIA, PA.

You as publisher of MOTION PICTURE EXHIBITOR have long been a good influence and a good friend and champion of the employees as well as exhibitors and distributors.

We feel that you should be informed of the situation which in the last few years has been of great concern to those of us that work for the big distributors. That is, the dismissal of employees that have worked for 25 years, or more, with no other excuse than that they have "slowed up."

Don't years of loyalty and hard work and experience count for anything in this industry?

Those who have worked long and faithfully for a company are entitled to more consideration. Some of these people are not even of retirement age, and with the stigma of "over 50" find it impossible to get another job. It has been apparent that in this industry, at least in Philadelphia, there is no sense of security and no appreciation of the worth of loyal service and hard work.

As a force for good which you and the MOTION PICTURE EXHIBITOR have always been, we feel that you can help bring this to the industry's attention by publishing this letter in your magazine. We hope it will help to create a better understanding among all and a more humane attitude.

FRONT OFFICE FILM EXCHANGE
EMPLOYEES UNION
Local F-7, I.A.T.S.E.

EDITOR'S NOTE: While we can't tell others how to run their businesses, the problem presented by Local F-7 certainly deserves serious consideration by all parties concerned.

From SOMERSET, PA.

I am enclosing a poem entitled "AN ODE TO STEREO SOUND" which I wish you would publish at your earliest convenience. We installed Stereo Sound about 1953 at which time we had plenty of Stereo prints. But now our playing of Stereo prints has become a rarity and novelty. We are still using our original magnetic heads (and they are still in good condition with plenty of wear on them) which came with the equipment. If we would have had any amount of Stereo prints we would have been on our third or fourth set of magnetic heads by this time.

In nineteen hundred and fifty three
Cinemascope came to be
And with it to be found
Was the miracle of Stereo Sound.

In the first few years
It brought lots of cheers
And the prints of Stereo Sound
Were in an abundance found.

In the passing of time
and in every clime
It is a miracle found
A print with Stereo Sound.

We spent plenty of cash
And made a big splash
To acclaim that we found
The miracle of Stereo Sound.

Our expensive Stereo System
Does indeed tax our wisdom
As to why we were clowned
Into this Stereo Sound.

From the very outset
We were sure of the best
We were promised the most
But it was only a boast.

We have begged, pleaded and cajoled
But we are still out in the cold
Because Stereo prints are not around
To give the miracle of this modern sound.

Once in a great while
In Fox's grand style
They are able to find
Some Stereo Sound.

With an occasional print from Fox
Our system is on the rocks
I look it in the face
Knowing it was bought in good grace.

We still beg and plead
Stereo is what we need
But while optical is around
Those prints will abound.

Dual prints are easy to make
And they are able to create
Happiness everywhere to be found
Whether optical or Stereo Sound.

ANYONE WANT TO PURCHASE A
SLIGHTLY USED STEREOPHONIC SOUND
SYSTEM?

WILLIAM E. BINFORD, Projectionist
Governor Theatre

EDITOR'S NOTE: We see why you are mad. The thought makes us so sad. It must make you weary so we hope you get more stereo.

From SHELBY, N.C.

I am ashamed to say this. I have been in theatre business for a long time and have never expressed my appreciation for your fine MOTION PICTURE EXHIBITOR magazine with its Editorials, Exploitation, Service Section, etc. I want you to know that I never miss going through every copy and find that it is a darned good help in this business. Keep up the good work with the EXHIBITOR.

DON HOLLAR, Manager
Rogers Theatre

EDITOR'S NOTE: Thanks for the encouragement. It's a pleasure to serve you, and the fact that you took the time to tell us of your appreciation doubles that pleasure.

From TOLEDO, OHIO

Thanks very much for permitting me to participate in the EXHIBITOR SHOWMANALYSIS series. I thoroughly enjoyed the experience. In the future I'd like to again be called upon.

Aside from the thrill of doing an assignment such as this, the SHOWMANALYSIS turned out to be a sort of "This Is Your Life" revelation. Since publication, I've heard from people out of my past travels . . . fine people of this business, who, in the press of operation, I was negligent in remembering. So now, in addition, I'm having a great time picking up threads of past friendships.

THOR HAUSCHILD, Manager
Jesse James Drive-In

From TOWANDA, PA.

Just keep MOTION PICTURE EXHIBITOR coming. It is the best bible for any one interested in show biz.

JOE MAC ALLISTER
Projectionist

BONANZA FOR BARGAIN HUNTERS

Some exhibitors either don't believe what they read or skim over valuable information they later wish they had read more carefully.

Recently, we have received many requests for information which has appeared in our annual THEATRE CATALOG, "world authority on theatre building and maintenance."

CATALOG articles through the years have covered such subjects as Acoustics, Air Conditioning, Appraisal, Box Offices, Bowling Alleys, Confection Stands, Carpets, Construction, Drive-Ins, Depreciation for Tax Purposes, Legal Decisions, Tax Rulings, Insurance, Real Estate Appraisals, Floor Plans (both indoor and drive-in), and hundreds of other subjects.

THEATRE CATALOG has been selling for \$5.00 per copy. There remains unsold about 500 copies of various editions. Quite frankly, we're tired of looking at them and could use the shelf space. As a result, we are disposing of them on a first-come-first-served basis for only \$3.00 each. Some issues have over 500 pages. This is your last chance to acquire for yourself a fountain of knowledge on those aspects of your operation about which you want to know more.

Time is fleeting. Sorry, but no C.O.D. orders can be accepted. In Canada, add 25 cents; foreign orders add 50 cents.

Also, there are still limited copies of SHOWMANSHIP IN ADVERTISING available. This is the popular know-how, show-how book covering theatre advertising from Barnum to television. Principles of theatrical advertising are fully explained and demonstrated for theatre and advertising men in 236 big pages. Authors are Bill Hendricks, now a Warner Brothers ad-publicity executive, and Montgomery Orr, agency and theatre circuit ad director.

Priced originally at \$7.50, this big 8½ by 11 showmanship bonanza with 198 illustrations and 60 full page plates can be yours for only \$4.00 while supplies last. Again, it's first-come-first-served, so don't delay.

NEWS CAPSULES



FILM FAMILY ALBUM

Gold Bands

The daughter of Nicholas M. Schenck, retired president, Loew's, Inc., was married in a Hartford, Conn., civil ceremony. The former Joanne Schenck Frank, of New York, was married to Robert Brandt, New York insurance broker, in a ceremony performed by Common Pleas Judge Walter J. Sidor.

Jeanine Marie Palazzola, daughter of Peter Palazzola, vice-president, Shor Theatres, Inc. and James Vogel, Columbus, Ohio, were married in Cincinnati.

Sick Call

Herman Gould, theatre owner of Omaha, Nebr., and partner of Senator Roman Hruska and Russell Brehm, is in Will Rogers Memorial Hospital, Saranac Lake, N.Y. His wife, Frances, is with him at the hospital. His many friends may write him there.

Obituaries

Lou Gross, 57, sign artist, RKO Midwest Theatres, died in Philadelphia Naval Hospital following a long illness. He maintained a sign shop at RKO Palace, Columbus, Ohio.

Ralph D. Norton, 47, motion picture film distributor in Durham, N. C., died last fortnight. Surviving are his wife, three children, and another daughter by a former marriage, and his father of New York City.

William A. "Bill" Pancake, 58, who formerly operated the downtown Knickerbocker, Columbus, O., died at University Hospital, Columbus, O. He was a past chief barker, Columbus Variety Club, Tent Two, and is survived by his wife, a son, three daughters, eight grandchildren, a brother, and two sisters.

Catholics Honor "Question"

NEW YORK—The world's Catholics have given their highest cinema honor to Lutherans.

The 1961 Grand Prix of the International Catholic Film Office, after competition just concluded at Assisi, Italy, went to "Question 7," a film produced for the Lutheran churches of North America by Louis de Rochemont Associates.

"Question 7" was one of seven U.S. films considered in the final judging, the other six being "St. Francis of Assisi," "Hoodlum Priest," "Sunrise at Campobello," "Raisin in the Sun," "Pollyanna," and "The Sundowners."

Morrison On "Requiem" Team

NEW YORK — Greg Morrison has been named unit publicist for "Requiem For A Heavyweight" by Merrick Associates, directors of the national publicity campaign for the motion picture, which begins filming at the Movietone Studios here on Nov. 6.

Anthony Quinn, Jackie Gleason, Mickey Rooney, and Julie Harris will star in the original screenplay by Rod Serling, which will be directed by Ralph Nelson, produced by David Susskind, and released by Columbia.

Morrison was formerly the trade press contact for 20th Century-Fox.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., OCT. 16

Stembler Outlines Five TOA Objectives

NEW ORLEANS—John H. Stembler, incoming president, Theatre Owners of America, announced a five-point program to be pursued under his administration at a luncheon session of the convention at the Roosevelt Hotel.

The points outlined are continued efforts to increase the product supply; striving for the use of discretion and good taste in the making of pictures to the end that the pressure for censorship and classification will be alleviated; pressing with vigor TOA's campaign against pay TV; expansion of TOA's liaison activities with other branches of the industry; work for TOA's continued growth.

The new TOA head stated "The foundation of this business is enthusiasm . . . There would be no producers if there were no theatres and showcases to show what they have produced. We must work together. One of our goals should be harmonious cooperation between all branches of our industry.

"If we encourage such exhibitor organization as ACE Films to finance and produce new pictures, we can ease the product shortage," he said, adding that "another major source of relief could come if the film companies gave us a few good pictures in the non-holiday periods."

Top-Level Para. Meet

HOLLYWOOD—Paramount has scheduled an important three-day series of top-level merchandising meetings between New York and studio executives here today (Oct. 18) through Oct. 20.

Bringing together all department heads within the Paramount advertising-publicity operation, the meetings will focus on advance promotion and merchandising planning for recently completed and currently filming productions.

The New York contingent will be headed by Martin Davis, director of advertising, publicity and exploitation.



Mitchell Wolfson, owner, Wometco Enterprises, Inc., is seen at the ribbon-cutting opening of Wometco's 163rd Street Theatre, Miami, Fla. Tim Tyler, managing director of the house, is holding the ribbon at left, and on the right is Charles Gardner, president, 163rd Street Shopping Center Association.



BROADWAY GROSSES

Newcomers Revive Interest

NEW YORK—A host of newcomers revived the first run boxoffices, led by the Victoria with Warners' "Splendor In The Grass."

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE HUSTLER" (20th-Fox). Paramount claimed \$39,000 for the third week.

"BREAKFAST AT TIFFANY'S" (Paramount). Radio City Music Hall with stage show totalled \$120,000 for Thursday through Sunday, with the second session sure to hit \$175,000.

"BACK STREET" (U-I). Capitol reported \$40,000 for the opening week.

"KING OF KINGS" (MGM). Loew's State announced \$42,000 for the opening week.

"EXODUS" (UA). Warner stated the 44th week was \$12,000.

"BLOOD AND ROSES" (Paramount). De-Mille stated the opening week was \$14,000.

"SPLENDOR IN THE GRASS" (Warners). Victoria did a very good \$38,000 on the opening week.

"TOWN WITHOUT PITY" (U-I). Astor registered \$29,000 for the opening session.

"GUNS OF NAVARONE" (Columbia). Criterion stated the cast five days of the 18th week was \$15,300.

"SPARTACUS" (U-I). RKO Palace with the first week of the moveover at popular prices tallied \$23,000.

The Rivoli was closed waiting for opening of United Artists' "West Side Story."

UN Group Fetes Benjamin

NEW YORK—Robert S. Benjamin, national chairman, United States Committee for the United Nations, was to be guest of honor at an International Gala, to be held by the Committee at the Tureen Terrace Restaurant, Franklin Simon's, on Oct. 17.

The event is one of a series highlighting United Nations Day, celebrated on Oct. 24, 1961. The Gala honoring Benjamin was to feature international foods. It is sponsored in New York City by institutes of food importers and manufacturers to encourage American homemakers to serve international meals on United Nations Day.

Two Films From Israel

TEL-AVIV, ISRAEL—Two new full-length feature films are at present being produced by Geva Films, Ltd., in Israel.

The first picture is "Havoura Shekazoth" (freely translated as "What a Gang"), directed by Zeev Havazelet, a young Israeli director who worked and studied under Fellini, De Sica, and Rossellini. Havazelet is responsible for a number of successful documentaries, among them "Life from the Dead Sea," released last month.

Geva's second picture, is called "Blaumilch Canal" and based on a radio play by Ephraim Kishon, Israel's leading humorist. The play was awarded second prize in 1960, at the annual competition sponsored by the Italian Broadcasting Service, and twice broadcast by "The Voice of Israel."

Enthusiastic Turnout At TOA Meet

Exhibits Pledge Support To ACE Films Plan; TV Competition Rapped By Convention Speakers

NEW ORLEANS—A large and enthusiastic turnout of theatremen from everywhere made Theatre Owner of America's convention here last week an unqualified success. Also enthusiastically received by delegates was the Trade Show that was conducted in conjunction with the theatremen's meeting.

Industry problems were discussed by speakers representing every industry viewpoint, and all clinics and seminars were well attended. Following is a quick recap of convention highlights and speakers. Generally it was agreed that product was the single most important thing in the industry today, and much of the TOA activity centered on discussing ways to increase the flow of quality films to theatremen. As might be expected, the competition of TV, particularly toll-TV and the sale of film libraries to the free medium, also consumed much attention.

There was general agreement that exhibition must rediscover the uses of all showmanship tools available to it to survive in the present market.

TOA Doubles ACE Funds

S. H. Fabian, president, Stanley Warner Corporation, stated that the shortage of product was the supreme danger to the very existence of the industry today.

"If we could get more production on the market, not only would we reverse the present box-office trends in our individual houses, but the existence of ample availabilities would, by the laws of cause and effect, reduce industry friction and probably eliminate the bulk of trade practice evils. . .

"Eight weeks ago we finally achieved a legal organization—and ACE Films, Inc., is now in existence . . . We need more money and we need management, and we are in the process of getting both . . . We need your generous support with enthusiasm and subscription for

Fine Wire To Stembler Lauds Cooperative Action

CLEVELAND—This self-evident indication of relationship between exhibitors is revealed in the following wire sent to John Stembler on the occasion of his election to presidency at the recent Theatre Owners of America convention in New Orleans:

"My heartiest congratulations on your election, and all best wishes for a most successful year for both you and your organization. Please do not hesitate to call on me for any matter in which by cooperating with one another we might further the cause of exhibition or aid in any way the great industry we both have the honor to represent. Sincerely, Marshall H. Fine, President, Allied States Association of Motion Picture Exhibitors."

what we will ask you to do . . . Your investment in ACE will not only work to protect your theatres but will also turn out to be one of the most profitable investments you have ever made."

At the conclusion of Fabian's address, TOA enthusiastically doubled from \$25,000 to \$50,000 its contribution to ACE Films.

New TOA head John H. Stembler announced that the action was taken because "the enlightened self-interest of all exhibitors cries out for financial support of ACE Films. At the unanimous suggestion of the finance committee, I would like to convene this group as an official membership meeting, and as a manifestation of our faith and support move that we ratify the past action of our board and direct that TOA immediately increase its investment."

Tisch Blasts TV Sales

Laurence A. Tisch, president and board chairman, Loew's Theatres, said the film companies, by selling their libraries to tv, "are not only consuming themselves but are threatening the existence of exhibition as well."

MPI Will Organize New Investment Firm

NEW ORLEANS—A proposal to organize a small business investment company as a subsidiary of Motion Picture Investors was approved by the MPI board following the annual stockholders' meeting which took place during the TOA convention at the Roosevelt Hotel.

President Walter Reade, Jr., revealed the move to the stockholders and said the subsidiary will be one "specializing in the amusement industry," with the MPI owning "a majority or all of its stock."

Reade explained to the stockholders that the formation of a subsidiary would make available to MPI more funds than it now has and provide "an opportunity to go into other amusement enterprises." The move, according to Reade, will give MPI "a broader base."

The plan adopted by the board of MPI for the capitalization of the subsidiary calls for MPI's investment of \$250,000 in the stock of the new firm. Another \$150,000 of capitalization will come from the investment of \$6,000 by each of 25 individuals. Government funds will account for \$800,000, half in the form of a capital loan and the other half in the form of an operating loan. The total cash resources of the subsidiary will be \$1,200,000. It was noted that "there would remain in MPI in addition to the investment in the SBIC approximately \$200,000 invested in listed securities. The maximum amount the subsidiary will be allowed to loan to any company will be \$160,000.

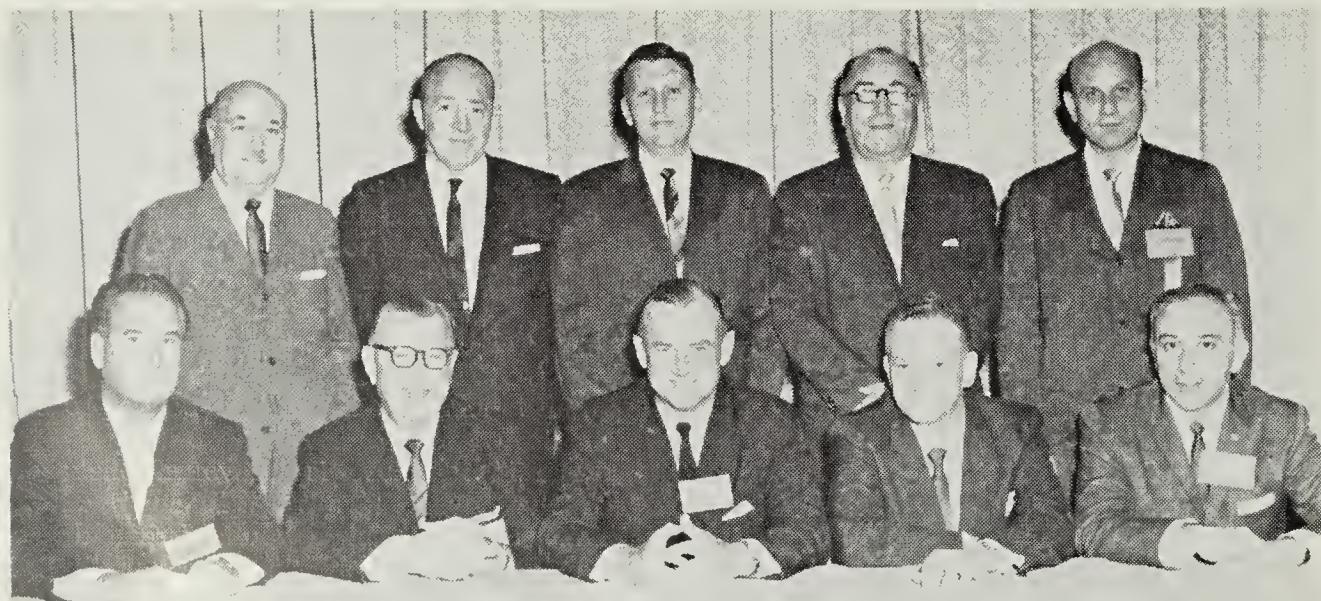
MPI's six-month financial report shows an operating profit for the first half of the 1961 fiscal year of \$16,934. In addition, MPI realized a net gain on its investment portfolio amounting to \$9,621. Net assets applicable to outstanding shares amounted to \$435,567 on Sept. 30. Investments in securities of unaffiliated issuers totalled \$238,766 on a cost and tax basis as of that date. On a market quotation, the invested amount was \$269,185.

The stockholders elected John G. Broumas and Marshall Fine to the board for the first time and reelected the 19 man directorate.

"One of the mystifying aspects of our industry," Tisch said, "is the peculiar and unique relationship between manufacturer and retailer. In other fields there is a tendency to work closely together in an effort to create a better image and bigger revenues. In the motion picture industry, either through a lack of trust or confidence, each in the other, the two sides are constantly pulling apart. The one major goal which both production-distribution and exhibition should try to attain is to fill as many theatre seats as possible.

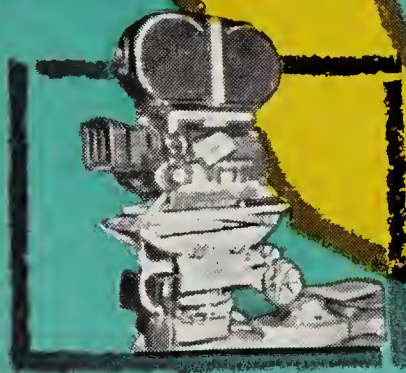
"We have a right, even a duty, to keep pressing the movie production industry for more and better pictures produced for exhibition in motion picture theatres; and we have a right to keep pressing that same production industry to avoid releasing recent major films for television.

"Looking from the outside, we are appalled by the actions of some of our leading distributors in making their prime post '48 product available to television. Can it be that those on the policy-making level have reached a stage where expediency and the urge to make a fast dollar overcomes good, common
(Continued on page 8)



This is the team which will lead Theatre Owners of America in 1961-62. Seated left to right are Robert W. Selig, National Theatres and Television Company, Los Angeles, assistant to the president; Roy Cooper, Valley Theatres, San Francisco, executive committee chairman; John H. Stembler, Georgia Theatre Company, Atlanta, president; Albert M. Pickus, Stratford, Conn., chairman of the board of directors; John G. Broumas, Chevy Chase, Md., assistant to the president; rear row, standing left to right: Samuel Pinanski, American Theatre Corporation, Boston, honorary chairman of the board; E. Lamar Sarra, Florida States Theatres, Jacksonville, assistant to the president; Sumner M. Redstone, Northeast Drive-In Corporation, Boston, assistant to the president; Herman M. Levy, New Haven, Conn., general counsel; Joseph G. Alterman, New Haven, administrative secretary.

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Directed by **JOHN HUGHES** From the screenplay by **JAN REED & BEVERLEY CROSS** Associate Producer **RAY HARRYHAUSEN** in **DYNAMATION 90 • COLOR**

A COLUMBIA PICTURES RELEASE



UA Announces Three Year Program, With Concentration On Big Films

By Mel Konecoff
New York Editor

NEW YORK—Arthur Krim, president of United Artists, last week reported at a periodic progress report press conference that his company stood ready to release a minimum of 46 top features over the next three years at a negative cost of approximately 150 million dollars.

All of the features are in an "active state of production," with all of the 1962 releases already completed and in the can. Previous such conferences saw only product for one year announced in advance. He termed the announcement as another first for United Artists to give exhibitors a chance to know what to expect and to plan accordingly.

The number of releases per year will remain constant, approximately 30 to 36, but the number of bigger pictures will be increased while the number of smaller or supporting second features will be decreased or eliminated in favor of bigger exploitation entries. They believed that this was in keeping with the needs of the market, which was showing less need for this type of feature with more and more areas turning to single feature policies.

1962 will see 19 larger pictures released out of the total of 36, and Krim estimated that all of the 1963 pictures will be completed by June of 1962.

Krim was of the opinion that UA will make gigantic strides forward, and as company grosses go up, so should exhibitor returns. He expected that the gross income of the company for the calendar year of 1961 will be greater than last, which set a record.

Arnold Picker, executive vice-president, reported that the whole concept of merchandising and selling was undergoing a change, as is UA's thinking in that area. In addition to the regular annual sales drives of the company and attendant quotas and the usual prizes, there will be added a super drive over the next three year period with a special prize of \$150,000. The details are to be announced in the near future.

The readying of the company's releases for the next three years will result in more time, at least six months, of promotion and advance thinking which should make for

greater returns. A universal complaint has always been that seldom is there enough time for proper preparation of a release, and this certainly will not be the case here.

Krim reported that the following were ready for release in 1962: "West Side Story," "Judgment At Nuremberg," "One, Two Three," with Glenn Ford and Bette Davis; "The Children's Hour," with Audrey Hepburn and Shirley MacLaine; "Something Wild," with Carroll Baker and Ralph Meeker; "Here Come the Kwimpers," with Elvis Presley; "Sergeants 3," with Frank Sinatra, Dean Martin, and Peter Lawford; "The Happy Thieves," with Rex Harrison and Rita Hayworth; "The Valiant," with John Mills; "Birdman of Alcatraz," with Burt Lancaster.

Also "Geronimo," with Chuck Connors; "The Road to Hong Kong," with Bing Crosby and Bob Hope; "The Miracle Worker," with Anne Bancroft; "Jack The Giant Killer," with Kerwin Mathews; "Phaedra," with Melina Mercouri and Anthony Perkins; "Kid Galahad," with Elvis Presley; "The Manchurian Candidate," with Frank Sinatra and Laurence Harvey; and "For All The Gold in the World," with Sophia Loren and Anthony Perkins.

Thus far, he announced for 1963: "Taras Bulba," with Tony Curtis and Yul Brynner; "Two For the Seesaw," with Shirley MacLaine and Robert Mitchum; "Five Pieces of Maria," with Danny Kaye and Sophia Loren; "The Lonely Stage," with Judy Garland; "A Child Is Waiting," with Burt Lancaster and Judy Garland; "The Great Train Robbery," with Frank Sinatra and Peter Lawford; "The Great Escape," "Invitation to a Gunfighter"; "Toys in the Attic," with Dean Martin; "The Grand Duke and Mr. Pim," with Glenn Ford and Hope Lange; "Irma La Douce," with Jack Lemmon and Shirley MacLaine; "The Mound Builders," with Yul Brynner; "The Best Man"; "Dr. No"; and "Destiny's Tot," with Sidney Poitier.

1964 will see the following, among others: "Mister Moses," "Something A Little Less Serious," "A Shot In The Dark," "The Last of the Just," "Roman Candle," with Shirley MacLaine; "Flight From Ashiya," "The Narcotics Story," "The Well at Ras Daga," with Robert Mitchum; "The Golden Age of Pericles," "My Glorious Brothers," and "A Bullet For Charlemagne," with Sidney Poitier.

"Exhibition, on the other hand, should use every channel of publicity to remind the public that big motion pictures are made to be shown on big 30, 40, or 50 foot screens, and not on a 17 or 21 inch set. We should also remind them that theatre attractions are not cut to fit a time segment, nor are they suitable to be interrupted constantly by commercials."

Legal Committee Reports

In its report, the legal advisory committee of TOA stated that the pre-release extended runs of films are not in violation of the consent decree and little can be done about it by exhibitors. However, in cases where distributors have influenced or set admission prices, the decrees prohibit this practice. The group feels this is a matter for negotiation between exhibitor and distributor, but upon receipt of a sufficient number of verified complaints about any one distributor, it will ask the Department of Justice to pursue the matter. As to "blind selling," the TOA committee stated

N. J. Allied To Govt. On "Ben-Hur" Policies

NEW YORK—Following a board meeting of Allied Theatre Owners of New Jersey, it was learned that the theatremen will ask the Department of Justice whether MGM's special selective theatre run policies for "Ben-Hur" do not violate the consent decree.

President William Infald pointed out that there are complaints about similar policies for Universal's "Spartacus" and United Artists' "Exodus."

The board discussed the fact that Warners had listened to complaints of ATONJ as well as other exhibitor organizations over the "Fanny" kid show policy and had revised its demands that the picture either be played at kid shows or the theatre pay Warner its share of the kid show gross.

Also discussed was the question of whether ATONJ would continue support of the American Congress of Exhibitors, but no decision was reached.

Sam Engelman, H. Harman, and Sam Solkoff were appointed to a committee to handle arrangements for the ATONJ annual beefsteak dinner scheduled for December.

it is prepared to eliminate the practice of requesting bids on pictures which competitive bidding theatres have not had the opportunity to view.

Because the voice of exhibition has not been heard by the U.S. Supreme Court in censorship cases, it is recommended that upon the approval of the members of the committee the president, and his advisors, TOA be heard as amicus curiae in appropriate censorship cases in the U.S. Supreme Court, so that exhibitors may help to convince that tribunal that the motion picture screen be afforded the same full protection of the Bill of Rights as is afforded to all other media of expression.

The group urges all members to refuse to sign any contract with Warner Brothers, or any other distribution company, which contains restrictions and prohibitions of the term "gross receipts" on percentage pictures.

Levy Raps "Fast Buck"

Herman M. Levy, general counsel, TOA, delivered an historical survey of the legal problems in the growth and development of the drive-in theatre at the drive-in theatre forum at the convention.

Said Levy, "The acute product shortage, the ever-increasing demands of distributors for higher percentage film rental, and for preferred and extended playing time, and the jungle warfare competition between theatres, has led some drive-in theatre operators, fortunately relatively few in number, to play the so-called "fast buck" pictures, that is "For Men Only," "For Adults Only," the strip tease, the nudist pictures, etc. There is one reason for the stirring up of social welfare groups, parent associations, the church, etc., in demands for censorship. This past year was one of the most difficult in all industry history for those working at the local, state, and federal levels against censorship. Censorship has the power to destroy an entertainment industry. It is, therefore, for the entire industry to avoid that threat of destruction. Those theatres, drive-in and conventional, who are playing "fast buck" pictures, owe it to themselves and to the industry to cease and desist.

"There should be an undertaking, in this next year, by every theatre owner in the country, to re-establish his position of im-

(Continued on page 9)

TOA (Continued from page 6)

sense? Certainly they must reduce overhead by employing existing facilities for the production of TV films; but to sell their rarest assets for giveaway showing just doesn't make sense.

"We are all aware of what has been happening the past few Saturday nights. Our competition has not been television, per se, but the product of our own motion picture industry. I ask you, what other industry deliberately creates its own competition and serves as the architect for its own doom? Do those responsible for this condition really believe that the income from selling their old product to TV can be greater than that derived from theatre showings?

"It is to be hoped that they will awaken to the facts of economic life and not repeat the damage done to the theatres when they dumped the greater part of their pre-48 product on the video market. We of TOA should make sure that this does not happen.

portance and of harmonious integration in the towns in which he is located."

Levy said, "An important issue which will be determined by the Courts shortly is whether, upon the finding that a drive-in and a conventional theatre are not in competition, either one of the exhibitors, or the distributors, may insist on competitive bidding."

Martin Warns Of Censorship

E. D. Martin, chairman, TOA's Censorship Committee, said in his report that "today we are in the quiet eye of the censorship hurricane."

He noted, "We emerged from the front of of the storm—the 1961 legislative sessions—amazingly well; but the lull will not remain for long and when the time comes for more state legislatures to reconvene, the storm will rage again."

Pay-TV In Little Rock

John H. Rowley, Rowley United Theatres, Dallas, told the Little Rock, Ark., toll-TV story.

He said that on July 29 the Arkansas Public Service Commission ruled that pay tv was in the public interest and that the Southwestern Bell Telephone Company was the proper utility to provide the cable for the system. In the Arkansas Gazette the next day, Telemeter described this case as "the first of a series of actions that will be undertaken at the local level to clear the road for closed circuit Pay TV in the U.S."

"Now, the Palm Springs try-out was flop; the Bartlesville installation was a failure; and the Etobicoke investment is not economically a success because they claim it is an experiment. They want to experiment over the air in Hartford. We certainly do not want Paramount Telemeter experimenting in Little Rock as competition to our theatres, which have been paying Paramount substantial film rentals for many, many years.

"We know pay tv is not in the public interest . . . Two years ago, right in Little Rock, we got over 20,000 signatures indicating they were wholeheartedly against pay tv . . . We will continue to fight pay tv; we have appealed the Commission ruling to the Arkansas Circuit Court, and I assure you we will fight right up to the Arkansas Supreme Court."

Use Showmanship Tools

L. C. Montgomery, moderator, TOA's "Showmanship Crusade," exhorted the exhibitors present to take full advantage of the "tools and means of exploiting their pictures" made available by the distributors.

"Every year the film companies throw away thousands and thousands of dollars worth of free teaser trailers, free television trailers, free spot announcements and background music records, free ad mats, and other material they have made up for your use because you haven't asked for them," Montgomery asserted.

He told the exhibitors that "in most instances, the means are at your disposal to do an above and beyond job on most new films."

An End To Indifference

"What is urgently required in today's market is a mobilization of effort, of energy, of enthusiasm behind outstanding product so that long before an engagement is launched to the public, the theatre organization as well as the distribution company will be alive with expectancy and with activity on the picture and on the campaign," Philip Gerard, Universal advertising and publicity director

Columbus Censorship Nears Ballot; Group Asks Stricter Police Powers

COLUMBUS, O. — Initiative petitions to place the question of Columbus film censorship on the ballot either next May or November, 1962, will be circulated by Mrs. Golda May Edmonston, Republican councilwoman who sponsored the censorship ordinance which was defeated by a 3-3 vote recently in City Council. The tie automatically killed the measure.

Mrs. Edmonston said she is confident of obtaining enough signatures to place the referendum on the ballot. She ruled out the possibility of a special election as "too expensive." She estimated such an election would cost the taxpayers \$60,000. If City Attorney Russell Leach states the ordinance could not be placed on the May ballot, Mrs. Edmonston said she will wait until the November general election.

The Columbus Dispatch, which supports censorship, said in an editorial following defeat of the Edmonston measure: "We regard it as unfortunate that Councilman William P. Hoernle declined to vote either for or against the ordinance, thereby preventing a clear-cut decision. We are surprised, too, at the vote cast by Councilman Russell M. Jones against the ordinance. It was to be hoped that inasmuch as he is a minister and churchman, he would take his stand with the advocates of censorship on moral grounds.

"Censorship of films may be evil, as its opponents contend, but the question is which is the greater evil: A review of films by a city censorship board to determine if they are fit to be shown, particularly to children and impressionable youths, or their exploitation at the expense of the city's moral health? Now the opponents of censorship can say: 'It ended in a tie.' As if that relieves them of any responsibility."

Before the council defeat of censorship, the Columbus Diocesan Councils of Catholic Men and Women said that legislation alone cannot improve the movie output. The organizations

declared in his address, "A Call To Showmanship," before the TOA.

"This spirit has to be sparked from the top," Gerard continued. "Your rank and file organization, your theatre managers, your theatre personnel, are a source of tremendous energy and activity if you set them off with direction, with purpose and with goals."

Gerard contrasted the results of a picture's performance in theatres where it was handled with aggressive showmanship and those where it was just permitted to be played.

"We have seen the dismal results from the discouraged, do-nothing defeatists who have given up on their business and on themselves, and who infect their associates, and their audience with a sense of their despair. The difference between a selling organization and a sloughing organization is the difference between success and failure. Indifference is costing our industry millions of dollars," Gerard declared.

"We at Universal have approached the merchandising of our product with the knowledge that the motion picture audience is made up of more than one audience and each one has to be sold in a very special way," he declared.

Gerard stressed that each picture presents a different challenge and requires different selling tools and techniques. . . . Today's market calls for concentration and penetration in the selling. . . . Today only 30 per cent of the

challenged "those who guide the output of motion pictures to direct their efforts and excellent capabilities toward the production and showing of pictures that are wholesome as well as entertaining."

A positive attitude was emphasized by the councils: "We feel the need for a strong cooperative effort by all civic-minded groups to advocate and support motion pictures, television programs and news publications that are beneficial to our community and consequently will increase the moral fiber and strength of our society."

The councils also emphasized the need of personal responsibility especially of parents "to follow a moral code in keeping with a Christian society and support only attractions of high moral and artistic value."

"Parents must guide their children in the selection of all entertainment, books, movies, television, and periodicals."

Pointing to newspapers, the statement said: "Newspapers do not need the money derived from advertising that warps the minds of our youth. These ads should be tempered or refused."

Meanwhile, a citizens' group headed by Edward Honton and Mrs. Robert Burns has requested City Council to approve an ordinance aimed at stricter police prosecution of obscenity in movies.

The group asked the Safety Committee, through chairman Ronald DeVore, Republican, to pass an ordinance which would set up a city board to review movies before they are shown to the public. If the board found anything objectionable, they would report it to the police, requesting prosecution.

The plan is similar to that suggested by the Motion Picture Association as an alternate to the city censorship ordinance. Under the MPA plan, the board would have the authority to check films for obscenity while the movies are being shown publicly.

newspaper readers read the amusement section as against 62 per cent a little over 10 years ago. . . . There has been a rallying call to showmanship and showmen are responding," he said.

The real pros of our business are making this effort and have taken the initiative. They are leading a new showmanship drive, and they are involving themselves and their theatres in the life of the community with a sense of purpose and future beyond the day-to-day show, for they are cognizant of the role they play and the contributions they make to the strength of the industry."

In conclusion, he said, "They are the showmen not alone of today but of tomorrow, for they believe not only in themselves but in the future of our industry, and they understand and are in tune with our changing business. They are aware of the composition of our audiences, and they are alert to new selling techniques. By they, I mean you, and all of us who have a stake in this business of merchandising motion pictures, and are doing something about the problems we face. These are the men who are seeking and searching new avenues and new approaches, new techniques to meet the challenge of a new era. And with this spirit and with these showmen leading the way, we cannot help but succeed."

(Continued on page 10)

Wolf Corp. To Build Cinerama Theatres

NEW YORK—A number of theatres for the exclusive showing of Cinerama motion pictures will be constructed in major cities by The Wolf Corporation and then leased on a long-term basis to Cinerama, Inc., Joseph Wolf, president of The Wolf Corporation, announced.

About \$20,000,000 is involved in land and construction costs. At least 15 of these theatres are expected to be completed and ready for operation in 1962. They will be located in principal cities from coast to coast, including New York, Boston, St. Louis, San Francisco, New Orleans, Miami, Seattle, and Phoenix.

The Wolf Corporation is now actively engaged in acquiring the sites for the new theatres, which will be built according to a new concept in motion picture exhibition, in which the theatre is comprised of three walls, the fourth wall being the screen itself and reaching from floor to ceiling. The entire interior of the theatre is done in one uniform color, to heighten the impact of the wrap-around screen, the world's largest, encompassing a scope of 146 degrees.

The theatres will seat between 1,000 and 1,500. Ample parking space will be provided. Where construction is in downtown areas, parking facilities will be built underground.

The Wolf Corporation, a publicly-owned realty company, owns major properties, including hotels, motels, office buildings, and shopping centers in various cities throughout the United States. Most of these are on long lease to large corporations.

TOA (Continued from page 9)

"Main Street" Showmanship

Robert S. Ferguson, Columbia national director of advertising, publicity and exploitation, urged delegates to the merchandising sessions to "throw out Madison Avenue and put Main Street back in show-business."

Ferguson declared that merchandising had become the "catch-phrase of the industry, another 'Madison Avenue' slogan that means all things to all people. In reality, it merely means showmanship! To the producer, it means making a picture containing all the diverse box-office ingredients calculated to earn a profit in the varied market areas across the country. To the distributor, it means the full barrage of promotional effort, from the inception of the production story to the film's final theatre engagements, designed to 'sell' the film to the public. But to you, the exhibitors, merchandising or showmanship is an entirely different problem. It must be tailored to your specific needs in each individual situation."

Ferguson said that it was Columbia's desire to integrate the three areas of merchandising showmanship so that producer, distributor and exhibitor would be equal partners in the promotional approach to every film. He declared that he was eager to see exhibitor merchandising plans expanded whereby promotional campaigns will be geared for individual markets across the entire country.

Ferguson pledged that Columbia would work closely with all exhibitors on individual merchandising. "We welcome suggestions and advice from you," he told the assembled exhibitors. "We are interested in you and want you to know it."

Recently returned from a cross-country merchandising tour, Rube Jackter, Columbia vice-president and general sales manager, told



Peter Ustinov, star-producer-director, U-I's "Romanoff and Juliet," is seen at the Brussels, Belgium, premiere of the film. From left to right are seen Louis Piret, U-I publicity chief; Jean Salles, U-I manager for Belgium; Ustinov; and Henri Fol, Vendome manager.

the assembled showmen that exhibitors everywhere wanted a return to showmanship and the job of really merchandising films with built-in exploitation elements.

Jackter hosted a cocktail party at which he described Columbia's forthcoming product as "the kind of excitement in screen entertainment that you have been looking for: big boxoffice attractions utilizing the world's greatest stars and finest production talents, exploitable in concept and backed by the tools with which both you and we can produce tremendously effective merchandising campaigns." He screened a special preview film of the company's studio product for release during the first half of 1962, and detailed his trip to Rome where he witnessed the first rough screening of "Barabbas," mammoth film produced by Dino De Laurentiis. Jackter also spoke about other overseas products, including English, which the company has lined up for 1962 release.

Seven To Year-End From UA

Fred Goldberg, United Artists publicity, advertising, and exploitation head, disclosed that the company will have seven top productions available for the final quarter of the year, consisting of "Paris Blues," "Town Without Pity," "X-15," "A Pocketful of Miracles," "One, Two, Three," "Judgment at Nuremberg," and "West Side Story."

A sampling of campaigns devised by UA to sell the pictures to the public was presented.

Goldberg reported that the advance at the Palace, New York City, on "Judgment at Nuremberg" was \$210,000, while the advance on "West Side Story" was over \$150,000 for its New York engagement.

Katzman Rejoins Col. Under Four Leaf Banner

HOLLYWOOD—Columbia Pictures announced that Sam Katzman, who produced scores of action films for Columbia over a span of 15 years, is returning to the studio after a hiatus of a year and a half.

Katzman, who has produced some of Columbia's most successful exploitation pictures, will film two properties for Columbia release within the next few months under the banner of Four Leaf Productions.

The first of the features, a western in CinemaScope and color titled "Outlaws of Duke County," will go before the location cameras at Lone Pine some time before Christmas. The second feature revolves around young people in an outdoor setting.

Three Year Campaign Sells "King" To World

NEW YORK—With one of the most intensive and comprehensive advertising campaigns ever to accompany a motion picture entertainment, Metro-Goldwyn-Mayer has set a three-year campaign for Samuel Bronston's "King of Kings" which had its world premiere at Loew's State last week.

The world-wide advertising program began over a year ago and is projected forward for two years, during which millions of people will see "King of Kings" in its first-run, reserved seat engagements.

For the world premiere engagement, the advertising campaign was launched with full-page newspaper ads more than three-and-a-half months before the film's opening. The major portion of the advertising budget has been allocated to daily newspapers; but every advertising medium, on every level, is being employed to bring the message of "King of Kings" to its broad and varied audience. Radio announcements are scheduled for every type of programming, from select-audience FM stations to disc jockey shows. A specially prepared TV trailer is being used in connection with religious programs and discussion shows. Three-sheet and 24-sheet posting, in a carefully arranged program, will be seen by more than four million people as they enter New York City. King-size bus posters are reaching the vast pedestrian population of the city.

Similar campaigns will be followed in key cities throughout the world.

AIP Boosts Quality

Samuel Arkoff, vice-president, American International, stated that his company was marking its seventh anniversary this month and said, "We intend to continue what we hope will be a gradual increase in the quality of the pictures we produce and distribute as time goes on." He indicated the company's goal to present "important pictures."

AIP president James H. Nicholson said that "too many exhibitors are inclined to 'pay lip service to showmanship.'" He asserted it is the same story when it comes to "new faces," saying that a lot of exhibitors cry out for new talent, yet when they are offered a picture they still ask, "Who's in it?"

Referring to the product shortage, Nicholson conceded that "a great deal of the blame" should be shouldered by the distributors.

He viewed AIP's lineup of product for next year as "a giant step forward" for the company.

New Services From NSS

Joseph Bellfort, National Screen Service general sales manager, outlined new NSS showmanship services including a new banner and valance service to theatres for air-conditioned theatres and general showmanship, a more complete line of holiday displays, and 19 special cloth banners, valances, ushers' badges, etc., for the holidays, plus the full-color Season's Greeting Trailer starring Shari Lewis.

In a comment on exhibitors' use of these "showmanship tools," Bellfort pointed out that teaser trailers are being made available to exhibitors free of charge on many big pictures from most of the major companies, and that, despite this gratis offering of additional showmanship tools, many exhibitors ignore this splendid potential for developing increased showmanship for their attractions at no additional cost to the theatre.

(Continued on page 12)

The Happy Holiday Attraction for Christmas at the
RADIO CITY MUSIC HALL!

*To top off one great season of Disney Hits...
and to start off another!*



**Walt
Disney**
presents
VICTOR HERBERT'S

Babes in Toyland

Starring
**RAY
BOLGER**
**TOMMY
SANDS**
ANNETTE
**ED
WYNN**

and co-starring
TOMMY KIRK
KEVIN CORCORAN
HENRY CALVIN
GENE SHELDON

DIRECTED BY JACK DONOHUE · WARD KIMBALL & JOE RINALDI and LOWELL S. HAWLEY · VICTOR HERBERT and GLEN McDONOUGH
BASED ON THE OPERETTA BY
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TECHNICOLOR

...and the Holiday Attraction for Theatres Everywhere!



The NEW YORK Scene

By Mel Konecoff

UNIVERSAL has a great trailer in its 55-minute presentation plugging the company's top six pictures which will be released from November through May and which have an approximate negative cost of 18 million dollars. The presentation is scheduled to advise exhibitors of the quality of the program, and it is the company's vice-president and general sales manager, handsome "Hi" Martin, who does the advising.

He said that 20 prints were made and that it has already been shown in 40 cities with as many more scheduled as are necessary. Many who have seen the film have set advance bookings as a result of it.

Included were portions of "Flower Drum Song," with Nancy Kwan; "Back Street," with Susan Hayward and John Gavin; "Lover Come Back," with Rock Hudson and Doris Day; "The Outsider," with Tony Curtis; "The Last Hero," with Kirk Douglas; and "Cape Fear," with Gregory Peck, Robert Mitchum, and Polly Bergen.

The footage is quite impressive and exhibitors like what they've seen, according to expressed reaction. They also like the method of presentation, which allows showmen-exhibitors to judge what's coming and to plan accordingly.

A series of back-to-back screenings of "Flower Drum Song" and "Lover Come Back" are being planned in a number of cities over the next few weeks to which press and exhibitors will be invited, with lunch planned between showings.

Incidentally, an additional six films will be added to the schedule for release during the November-May period to bring the total to at least 12 features.

HURRAH FOR CONTINENTAL: Irving Wormser, president of Continental Distributing, upon his return from Europe, stated at a press luncheon that there is no shortage of product, he having concluded negotiations abroad for one co-production and distribution of four new films, bringing to 13 the total number of pictures to be released by his company over the next 10 months. This is the highest number of releases for that period in the history of the company. He estimated that Continental has about three million dollars invested in the 10 or 11 films that will have been released in 1961.

He reported that the company is presently operating 10 exchanges throughout the country, and eventually this number may be increased to 13 to handle the expanding number of releases. He's looking for 6,000 to 8,000 bookings as an ideal number to service. He and general sales manager Carl Peppercorn weren't enthused about servicing the last 5,000 theatre accounts in the country because the low flat rentals (between \$12.50 and \$17.50) didn't cover the servicing costs much less allow for a profit. They estimated that these latter theatres represented 25 to 30 per cent of national playdates.

Questioned as to whether the company would submit their films for Production Code seals, he replied that he didn't think so and that such submission was never made in the past. The company is more concerned with ratings issued by the Legion of Decency which can affect the course of a film more than can a Code seal. Many theatres will play a Code-less film, but prefer not to play one condemned by the Legion, said Wormser. Incidentally, the company has plans for Hollywood productions in the near future.

Wormser stressed that he was concerned still with quality and not quantity, and in line with this, he enthused about such releases as the forthcoming "A View From The Bridge," "A Taste of Honey," and "Waltz of the Toreadors," as well as "Harold Lloyd's World of Comedy," "La Belle American," "Operation Snatch," "Call Me Genius," "Never Let Go," "The Mark," "From A Roman Balcony," "The Man Who Wagged His Tail," "The Pure Hell of St. Trinians," and "Rififi for Girls."

"Waltz of the Toreadors" is one of three films in a deal set with the Rank Organization, with two others to be set at a later date and with Continental having "veto" power as to which these will be.

TOA

(Continued from page 10)

He reiterated National Screen's continued plan to support the exhibitor's showmanship efforts, and added, "If you will use the showmanship tools—we'll make them!"

Paramount Hosts Luau

Paramount hosted more than 1,000 at a "Blue Hawaii" Luau Party preceded by the screening of the film at the Pitt. Guests received souvenirs and gifts including Waikiki shirts and MuMu dresses, Hawaiian leis, Hawaiian perfumes, RCA Victor soundtrack albums, and other souvenirs. Acting as official hosts were Jerome Pickman, Paramount vice-president and general sales manager; Joseph Friedman, executive assistant to Martin Davis, the company's director of advertising, publicity and exploitation; and Herb Steinberg, studio publicity manager. Attending in person were Stella Stevens, star, Paramount's "Man-Trap" and "Too Late Blues," and Joan Blackman, Elvis Presley's co-star in "Blue Hawaii."

Star Of The Year

John Wayne received the "Star Of The Year" award from Theatre Owners of America. Retiring TOA president Albert M. Pickus, Stratford, Conn., and Robert W. Selig, executive vice-president, National Theatres and Television Company, Los Angeles, presented the award to Wayne on a star-studded dais which included 14 "stars of tomorrow"—young Hollywood personalities whom TOA also honored as new screen personalities.

Wayne, who has been a top Hollywood star since 1930, has more than 100 movies to his credit. His biggest was "The Alamo," which he produced as well as starred in, and his most recent is "The Comancheros," which will be 20th Century-Fox's Thanksgiving release.

Officer Slate Selected

John H. Stembler, president, Georgia Theatre Company, Atlanta, was unanimously elected the 12th national president of Theatre Owners of America. He succeeds Albert M.

AMPA Achievement Awards Highlight Meet

NEW YORK—The Associated Motion Picture Advertisers' second annual achievement awards to outstanding industryites will be presented at AMPA's first luncheon of the 1961-62 season on Oct. 26, at the Piccadilly Hotel, it was announced by the organization's incoming president, Al Floersheimer.

The 45-year-old organization of motion picture advertising, promotion, and exploitation men and women has again selected the award winners for their meritorious service to the industry. The selections made by a special AMPA committee, with the approval of AMPA's board of directors, are:

The exhibitor making the year's greatest contribution: Robert W. Selig, executive vice-president, National Theatres & Television Corp., Los Angeles.

The film company making the greatest progress in the year: Metro-Goldwyn-Mayer, Inc.

The best showman: Walt Disney. The award will be accepted by Malcom B. Decker of the Disney organization if Disney has not returned from Europe.

For sustained service to the industry: Spyros P. Skouras, president, 20th Century-Fox Film Corp.

Special award for providing the industry with the greatest sustained flow of film, including many top hits: Columbia Pictures Corp.

Arthur Mayer, industry veteran and toastmaster of many AMPA affairs, again will be master of ceremonies.

Two Join Showcorporation

NEW YORK—C. Robert Manby, president, Showcorporation of America, announced that Seymour Krawitz and Merle Debuskey have been signed to do the publicity for the film releasing organization.

Pickus, Stratford, Conn., who served two terms. Pickus was elected chairman of the board, succeeding George G. Kerasotes, Springfield, Ill. Roy Cooper, San Francisco, was reelected chairman of the executive committee.

H. F. Kinsey, Charlotte, was reelected secretary; S. H. Fabian, New York, was reelected treasurer; Joseph G. Alterman, assistant secretary; Herman M. Levy, New Haven, general counsel; and Myron H. Blank, Des Moines, chairman of the finance committee.

Three new assistants to the president named were John G. Broumas, president, Maryland Theatre Owners Association; E. Lamar Sarra, Florida States Theatres, Jacksonville; and Robert W. Selig, Beverly Hills, Cal., operations head, National Theatres.

Two new vice-presidents were elected: Horace Denning, Jacksonville, long active in the Motion Picture Exhibitors of Florida, and T. G. Solomon, McComb, Miss., prominent Mississippi-Louisiana exhibitor leader.

Newly elected members of the executive committee are George Aurelius, Phoenix, Ariz.; Will J. Conner, Tacoma, Wash.; Kelly Crawford, Raton, N.M.; Robert Davis, Sherman, Texas; Lloyd Franklin, Clovis, N. M.; James Gaylard, Jr., Troy, Ala.; John Krier, Salt Lake City, Utah; Chris Gorder, Poplar, Mont.; Jeff Hofheimer, Norfolk, Va.; Harry Mandel, New York City; Ted Mann, Minneapolis; David Milgram, Philadelphia; L. C. Montgomery, New Orleans; Harry Nace, Jr., Phoenix, Ariz.; Spiro J. Papas, Chicago; Tom Smiley, Denver; Richard Smith, Boston; William Thedford, Los Angeles; and Preston R. Tisch, New York City.

Exhib Found Guilty On Obscenity Charge

OAKWOOD, OHIO — Edward M. Eads, manager, Far Hills Theatre in this suburb of Dayton, was found guilty of exhibiting an alleged obscene film, "The Sins Of Youth," in a decision by Municipal Judge Fredrick Howell.

This is the first of four cases charging the manager with violation of the anti-obscenity laws. He is also charged with showing "The Immoral Mr. Teas," "Twilight Girls," and "Fast Set."

Judge Howell granted Eads' attorney three days to file a motion for a new trial and set a hearing date for that motion, if filed, for Oct. 20.

Meanwhile, in Portland, Oregon, the censorship battle continued with the arrest of manager M. M. Mesher and projectionist Lloyd Robinson at the downtown Paramount for showing the French-made "The Lovers." Both posted \$500 bail and were released for arraignment, with the theatre reopening and showing "Not Tonight, Henry."

This action was triggered by the Multnomah County Grand Jury when it issued an indictment charging that the showing of "The Lovers" violated a state act prohibiting dissemination of obscene material. It was the second time in less than two years that a censorship battle has been waged here over this film.

COMPO Meet Postponed

NEW YORK—The annual COMPO meeting has been postponed from Monday, Oct. 23, to a date early in November, it was announced by Charles E. McCarthy, COMPO executive vice-president.

Previous commitments of COMPO leaders were given by McCarthy as the reason for the postponement. He said a new date for the meeting will be announced soon.



Pat Notaro, western zone manager for Stanley Warner Theatres, shows actress Virginia Grey how to use a jack-hammer during the \$250,000 remodeling of the New Warner Hollywood, which will become Hollywood's newest first run house after nine years as the home of Cinarama. Miss Grey co-stars in U-I's "Back Street," which will reopen the theatre with a premiere on Oct. 26.

CANADIAN Highlights

By Harry Allen, Jr.

TELEMETER, always a controversial subject, since its first introduction, has thrown up more dust in Canada. Norman Robertson, QC, a director of Famous Players, and its lawyer, as well as chairman of the North American Life Assurance Company, called in a weekly financial paper and told of his resignation. In addition, he listed a number of complaints, charging that Famous Players was being milked—in his words—by Paramount Pictures, which owns 51 per cent of Famous Players' stock. Robertson didn't allow his name to be used, but it was no secret that it was he who provided the paper with the information. Almost before the dust settled, John J. Fitzgibbons, president and managing director, FPCC, issued a statement that Paramount agreed to take over the operating costs of the Famous Players Canadian Corp., Ltd., pay-TV system in Etobicoke. Fitzgibbons said that he regretted what he called the impatience and misinformation that led Robertson to resign. He said he is completely satisfied with Telemeter's progress to date, and convinced of the ultimate workability of pay-TV. Some years ago, Fitzgibbons said, the board of Famous Players, which at that time had a majority of non-Paramount directors, had acquired exclusive franchise to the Telemeter system in Canada. In 1959, the board decided on the Etobicoke pilot test. The size of the plant, plus high initial costs in pilot operation, do not permit it to be self-supporting on its present narrow basis, he said. Telemeter presently has 5,800 subscribers. The company's primary interest now is in market research, to assess acceptance of individual programs, he said. Because the results obtained will benefit pay-TV generally, International Telemeter had shared certain costs, he added. "Sports have proved to be among the most popular attractions on Telemeter. The first regular 1961 season football game was purchased by about 16 per cent of the subscribers at \$2," Fitzgibbons said.

Robertson revealed that Famous Players, whose main activity is the operation of 340 theatres of its own or associated companies, as well as interests in TV stations, community antenna systems, and hotel and bowling interests, had spent over \$2,000,000 on pay-TV. He said the loss-rate at the current level was more than \$100,000 a year. He said that any benefits accruing from the Etobicoke pilot plan would go largely to Paramount, which owns world rights to the pay-as-you-see television system, through its International Telemeter Corp., with the Canadian company paying all costs of the experiment. Robertson claims that "I have felt from the beginning wired television could not be successful as a commercial venture."

Robertson said that he was not present at the directors' meeting in August, 1959, when \$1,480,000 was voted to get the pilot plan rolling. "I suspect that it was not the judgment of Famous Players here, but rather the demand of Paramount that caused the money to

(Continued on page 14)

TEDA Invites Manufacturers

NEW ORLEANS—In a general meeting of Theatre Equipment Dealers Association here last week, it was unanimously voted to invite equipment manufacturers to join them as associate members in a trade organization to represent both equipment manufacturers and dealers.

The invitation was offered by the dealers in the belief that the entire industry, the individual exhibitor, the dealer, and the manufacturer could best be served by an association representing those who make and those who sell and service theatre equipment.

Besides providing a better service to exhibitors, it is felt that the joining of hands will provide a strong and representative association that will speak with authority for the equipment end of the industry.

A meeting has been scheduled for the end of January either in Chicago or Toledo, and manufacturers are invited to attend and to present their respective products to the entire organization.

TEDA also announced that membership has increased more than 100 per cent in the past year and that the organization is in a strong financial position.

AA Income Dips

HOLLYWOOD—The total gross income of Allied Artists Pictures Corporation was reported as \$13,882,000 for the 1961 fiscal year as against \$16,296,000 for 1960.

After payment of dividends on preferred stock the 1961 net amounted to 54 cents a share on the 911,278 common shares outstanding on July 1, which compares to \$1.33 per share on 895,346 shares the previous year.

**DRIVE-IN
OPERATORS,
ACT NOW
FOR SALE
Immediate**

**16 KIDDIE
RIDES
IN A-1 CONDITION
FROM
OPERATING
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PLUS LIGHTING AND
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PRINCESS THEATRE, TOLEDO, OHIO



LONDON Observations

by Jock MacGregor

THE NATIONAL or third circuit has disintegrated without ceremony. Whether it will be mourned remains to be seen. The end was abrupt and caught many unaware. The final blow came on Oct. 8 when seven major suburban halls (five in NW London, first leg of the traditional general release pattern) which normally take the "Rank" release, started extended runs of "Guns of Navarone" on a hard ticket road show basis leaving normal third choice halls the opportunity to book "Parent Trap," which is being backed by extensive press and TV advertising.

Then Golden Era slipped in "Herod the Great" and got five bookings. Other theatres took Gala's nudist romp, "Some Like It Cool," or reissue of their own choice. In consequence, the accepted third release, Lion's "The Kitchen" coupled with a reissue of "Room at the Top," only had about 10 bookings in the area.

The first public hint that the change had come was in the invaluable "What's on in London." The top of the regular column advert for the secondary Rank theatres read "Selected Odeon and Gaumont Release Theatres" instead of the customary "National Release Theatres." Then in the London evening papers, only those Rank halls playing the "Rank" release were included in the classified advertisements.

The ABC and Rank circuits are now the only major booking units, and they will be able to be more select in their choice than ever. There is a backlog of product for these dates and this will grow. In consequence, the salesman and the publicist will once again have to fight for every booking or producers will suffer. In future, the British market can be invaluable or hardly worth the trouble. There will be little in between. In the light of this development, producers are bound to survey the potentials of their line-ups.

There were several blank dates in the National release before Christmas when "Snow White and the Three Stooges" was booked. Several weeks were taken up with reissues. Now the release pattern will be closely watched for trends. The first to appear is that for "Parent Trap." It is being released in zones governed by commercial TV coverages so that the utmost can be got from the paid plugs. It started with pre-releases in the South and West before playing the London area. After the Rank release, it will play selected third circuit houses second-run in London before moving off to the Midlands, North, and Scotland.

The third circuit's end came close on the Rank Organization's annual general meeting when John Davis announced that Rank was bidding for those Gaumont British shares not already owned to permit a complete merger of the two. GB shareholders will be offered Rank shares. Rank 6 per cent cumulative preferences will be revalued at 6¼ per cent. Rank preference shareholders will receive a scrip issue of one new share for every 40 held, and it is hoped that next year's ordinary dividend will be 25 per cent.

AN EXCITED Jim Carreras phoned to announce that his "Terror of the Tongs" linked with Bill Castle's "Homicidal" had given UA's London Pavilion one of its best weeks ever, and that the second was shaping great. Three ABC provincial pre-releases have been no less successful. The program is being shown with a "fright break" for those who can't take it. Incidentally he took it for granted that the critics wouldn't take it. He just didn't press show the program. . . . Bing Crosby and Bob Hope assure me that ever since I suggested in this column that assistant director "Bluey" Hill was not such a hot racing tipster he has given them nothing but winners. I still won't chance my luck in his direction! . . . The two producers' associations have recorded the following statement of principle: "No member of the industry who is a film producer or a producer/director or a production executive and is therefore functioning as an employer should be a member of the Association of Cine Television and Allied Technicians while functioning in that capacity." Many are surprised at this decision. . . . The Variety Clubs has been honored by the appointment of Jim Carreras, C. J. Latta, and D. J. Goodlatte as vice-presidents of the London Federation of Boys Clubs. David Baird, New York's Baird Institute which supports 2500 children's organizations, has sent the Heart Fund \$100 as a tribute to C. J. Latta. . . . Frank Davies was proud indeed that the eye catching display for "101 Dalmatians" at the Rex Cinema, Borough Green, was created by his 13 year old son, Roger. He cut the characters from two one sheet posters and pasted them around the window while his father organized a supply of Spratts dog biscuits to complete the display and for handing to dog owning patrons.

CANADA (Continued from page 13)

be voted," he said. He said the shareholders were not aware that losses for the first 26 weeks for Telemeter in 1961 were \$225,000. Losses continue, he said, at the rate of about \$8,500 a week at Trans-Canada Telemeter.

The discontented director attempted to force the issue in an ultimatum to Fitzgibbons and Barney Balaban, president, Paramount. He was unsuccessful and allowed his resignation to stand until he blasted the company's management through the article, unidentified, in the financial paper. Next meeting of Famous Players' board of directors is presently scheduled for Nov. 13. At year end, shareholders' equity in Famous Players was said by the company to amount to \$17.04 for each share outstanding, representing capital stock and earned surplus.

NEW PRESIDENT of the Canadian Motion Picture Distributors is Robert E. Myers, sales manager of Warner Bros. in Canada. He was elected to replace Gordon Lightstone, who resigned as general manager of Paramount in Canada. Hatton Taylor, general manager, Empire-Universal, succeeded Myers as vice-president.

Levine's Pressbook Top Selling Tool

NEW YORK—Film companies that have de-emphasized or discontinued the pressbook have tossed away a very vital selling tool, Joseph E. Levine, president of Embassy Pictures Corp., said upon the publication of his own pressbook for "The Wonders of Aladdin."

"The pressbook," Levine said, "is still one of the best ways of making your picture come alive for the exhibitor. In my own experience the extra expenditure that makes a pressbook with color and excitement is more than repaid when you begin marketing your film. And when the exhibitor uses your book as an advertising and publicity guide, you are getting an extra dividend for your money."

"The movie-men who think the pressbook is a thing of the past are really short-changing themselves in the long-run," Levine concluded.

Levine's pressbook for "The Wonders of Aladdin" is an eight-page, four color, publication measuring 17" x 20". It features a die-cut figure of Aladdin as portrayed by Donald O'Connor in the film, and its theme is "Aladdin lights up your boxoffice."

IFIDA Seeks "Oscar" Change

NEW YORK—The Independent Film Importers and Distributors of America continued its fight to compel the Academy of Motion Picture Arts and Sciences to change its method of selecting pictures to be considered for its annual foreign film Oscar award. IFIDA stated its position in a letter from Trans-Lux's Richard Brandt.

However, Robert Vogel, chairman of the foreign films award committee of the Academy of Motion Pictures Arts and Sciences, stated in Hollywood that no commitment was ever made to the IFIDA for any changes in the regulations governing "Oscars" for foreign films. In fact, Vogel said, suggestions made by the IFIDA for changes were turned down by the Academy.

Astor Pictures became a member of IFIDA following a board meeting. As a result, George Foley, secretary of Astor, was named to the IFIDA board with A. H. Morton chairman of Astor's executive committee, as alternate. Reelected to IFIDA's board were Carl Peppercorn, secretary and Edward L. Kingsley, treasurer.

Gable, Taylor Head Poll

NEW YORK—Clark Gable and Elizabeth Taylor were overwhelming winners in a poll of 110,600 women about the greatest actor and actress of all time.

The celebrity survey was conducted throughout the country by 5,000 women who conduct fashion shows for Emmons Jewelers of Newark, New York.

Clark Gable received 23,504 votes and Elizabeth Taylor received 22,330 votes.

Runners-up were Claudette Colbert, 15,156 votes; Gary Cooper, 12,440 votes; Bette Davis, 11,340 votes; and Jimmy Stewart, 10,440 votes.

Other all-time favorites were Cary Grant, Joan Crawford, Spencer Tracy, Katherine Hepburn, John Barrymore, and Gloria Swanson.

Clark Heads Ill. Allied

CHICAGO—Jack Clark, formerly vice-president, was elected president of the Illinois Allied by the board of directors. Sam Meyers was named chairman of the board.

"How I Would Sell . . .

THE COMANCHEROS

20th-Fox Action Thriller With Big Excitement, Wayne

We can put 20th Century-Fox' "THE COMANCHEROS" on RKO Theatres' calendar of screen events for this season. Here is a property that by its sheer weight heralds its own importance. The title alone gives a feeling of action and spectacular bigness—and John Wayne is John Wayne and none can take his place on the star roster. Extra production values to sell are CinemaScope, color, and two good up-and-coming names—Stuart Whitman and Ina Balin, who should be linked to "From the Terrace" and "Young Doctors."

Since John Wayne's last picture, "The Alamo," was first sold at advance prices and on a reserved-seat basis, it might be a good idea to add a line to the advertising—**AT POPULAR MOVIE PRICES! Continuous Performance!**

"THE COMANCHEROS" is blessed with being the type picture for all audiences—adults, kids, and women. Strangely enough, Wayne, who is a man's man and a hero to the tots, has also a very strong woman-appeal. So you can divide your plan of promotion activities to take in all these angles.

Teasers for ads, radio, and sniping can incorporate phrase to make the title a familiar by-word as:

"Beware! **THE COMANCHEROS** Are Coming!"; "Look Out for **THE COMANCHEROS**"; "They're Killers—**THE COMANCHEROS!**"

Other ways to make the title stick in the mind would be a simple contest via radio asking listeners to see how many times they can write **THE COMANCHEROS** on a plain government postcard—and mail to the station or theatre. Then either through radio or just a newspaper story, offer passes for prizes for the longest list of smaller words made from the letters in **THE COMANCHEROS**.



An Exclusive **SHOWMANALYSIS** Prepared by—

BLANCHE LIVINGSTON, in charge of publicity
RKO Theatres out-of-town houses

ABOUT THE AUTHOR • Blanche Livingston is one of the few persons living in New York City who was born and raised there. From Columbia University, she joined a motion picture trade paper. Her next move in the industry was to the Fox Circuit handling publicity at the Fox Brooklyn Theatre. From there, she joined RKO Theatres' publicity department, where she now heads publicity operations for out-of-town theatres. She has been an officer of the Association of Motion Picture Advertisers for many years and is a member of the board. Blanche is married to Albert H. Levi, and has contributed to this department in the past.

Fox has made some stirring ads. I particularly like ads 305, 304, 501, 403, and 402. We expect to make a 40 x 60 blowup for the lobbies of ad 402.

Coupling the part of "Big Jake" with John Wayne's name is good. Showing Wayne as a two-fisted fighting adventurer is also good selling.

Although the title "Comancheros" is the name given to a renegade band supplying the Comanche Indians with arms and whiskey, the ads stay away from any suggestion that this is an Indian-Cowboy western. And rightly so—except for theatres in some territories where this may be a box-office asset. There we suggest a sub-title—"**THE COMANCHEROS**—Ruthless Renegades Rousing Comanches to Massacre!"

For general selling there are several aids ready, if the managers are willing to put them to good use.

1—A special title tune is being featured by Claude King, the "Johnny Horton of folk music," and written by the same team that gave us the very successful "North to Alaska." The song is heard on the TV-trailer, on the radio spots, and has been recorded as a 45 rpm Columbia disc. I'm sure the Columbia distributors will cooperate if approached to give say the first 100 patrons on opening day one of King's "Comancheros" records. Record shops will welcome display material for their windows and counters, as well as window stickers which can be printed to read:

ON SALE—CLAUDE KING'S COLUMBIA RECORDING

STUNT for effective lobby display would ask youngsters to count the horses in this montage made up of feature stills. Prizes would be passes to "**THE COMANCHEROS**."

THE LAW...THE LAWLESS... THE LOVERS...

20
JOHN WAYNE



EACH THE HUNTER...
EACH THE HUNTED!

BIG JAKE...
masquerading with
danger and death!

PAUL REGRET...
recklessly searching
for love and adventure!

PILAR...
risking life to be
a woman again!

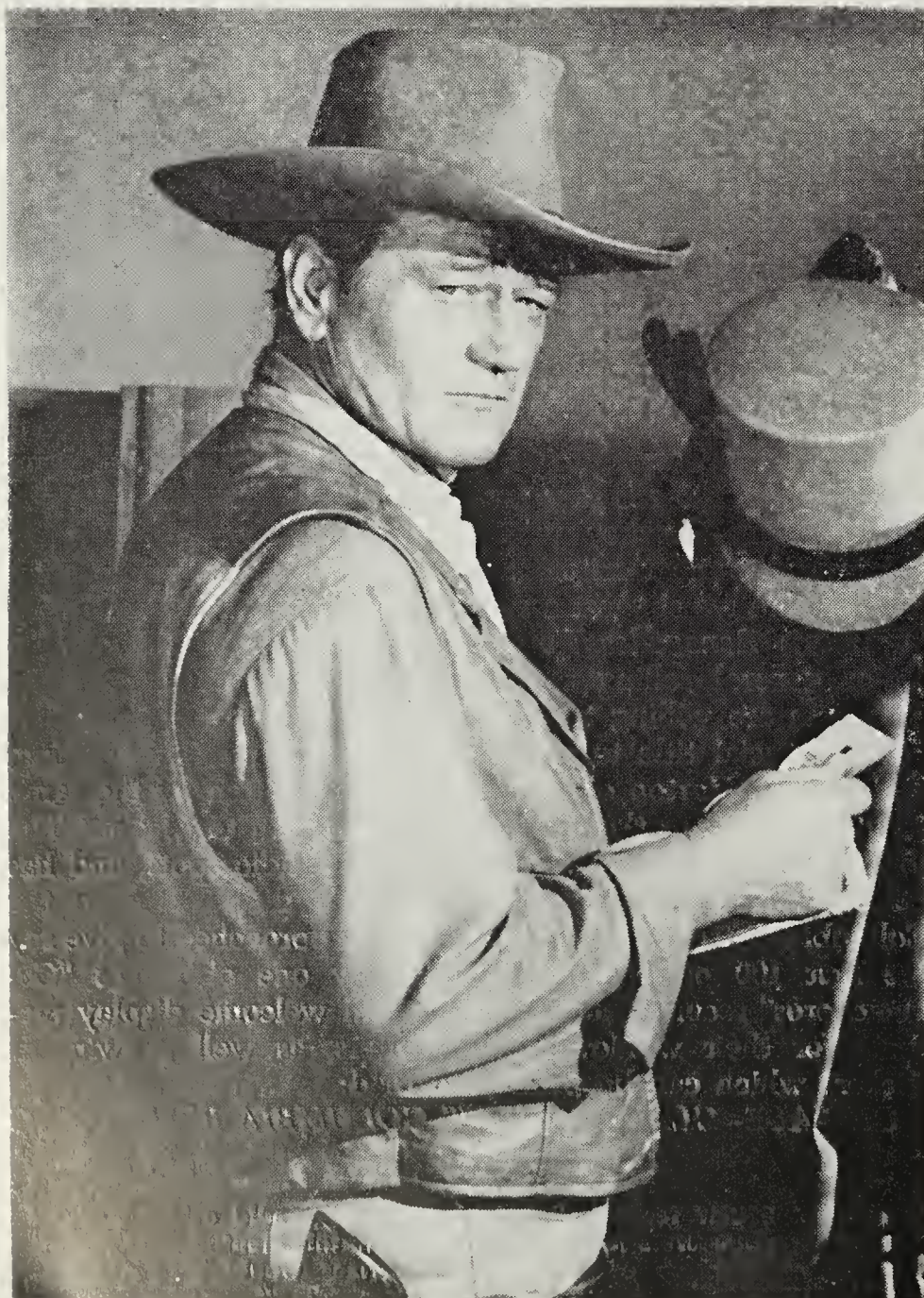
GRAILE...
mastermind of a
den of thieves!

TULLY CROW...
snake in the grass
waiting to strike!

CO STARRING
STUART WHITMAN · INA BALIN · NEHEMIAH PERSOFF and LEE MARVIN
PRODUCED BY GEORGE SHERMAN · DIRECTED BY MICHAEL CURTIZ · JAMES EDWARD GRANT and CLAIR HUFFAKER
SCREENPLAY BY AS "CROW"
Based on the novel by PAUL I. WELLMAN · COLOR BY DELUXE · CINEMASCOPE

S I G

ABOVE, this is an effective, action-filled ad that can be blown up as a lobby poster or used as a colorful newspaper ad. BELOW, still of John Wayne with western and top hat shows possibility of men's store tieup.



"THE COMANCHEROS"—See—JOHN WAYNE in "THE COMANCHEROS" at the (theatre) (date)

2—Pocket Books has put out a paperback edition of the Paul I. Wellman best-seller of the same title. Cover gives full credits to the 20th Century-Fox picture. Supermarkets, news stands, and drug chains are being heavily stocked, and Pocket Books is putting on a big sales campaign. These outlets should be tied in with the picture playdate and theatre, and movie stills can be an eye-catcher along with the book displays. Again, a tie-up with the distributor should bring in 50-100 copies for giveaway purposes. A copy to editors and radio contacts makes getting breaks a little easier—and often will afford copy in their own right.

3—Dell has printed a comic book based on the picture. This is a direct appeal to the young movie-goers who will realize the abundance of action in the film. The local Dell distributor should be contacted for tie-ins, and for giveaway copies to the youngsters.

Special "DOs" to get the money out of the tight little fists of those young ones:

Big Jake the Adventurer...Paul Regret the Gambler...Pilar the Gypsy Beauty...

THREE WITH A PAST... DESTINED TO CROSS AND CLASH... IN A KINGDOM OF KILLERS!



ACTION and guts are the fan-pleasing elements of the story, and both qualities can be seen in this attention-compelling ad.

There are both Comanches and Texas Rangers in this picture, so all the Indian gimmicks and Ranger stunts, such as Sheriff badges, should be brought out. Get the local toy stores to feature this type merchandise.

Have a Saturday morning Indian and Cowboy Costume Party. Prizes for the most original. If possible, get a personality from local TV kid show and have him there to award the prizes.

All children bringing in an Indian head penny can use it as admission (these are very scarce today).

Don't know yet whether Fox will include a coloring contest in their press book, but at RKO, we will make up a coloring contest mat for our theatres to plant in newspapers, Shopping News, on print or supermarket heralds, etc.

What makes a dandy lobby contest, or away-from-the-theatre in some store window, is to make a montage of horse stills showing a lot of action. We have picked stills 10-20-21-23-52-56-74-83-92-93, and then used a good Wayne still as a focal point. This will be made as illustrated in our

theatres. Be assured that this display will have crowds around it. Use a heading!

CAN YOU COUNT THE HORSES? Try—and fill out slip and deposit in box. The first 25 with exact number will receive guest tickets to see JOHN WAYNE in these rousing scenes in "THE COMANCHEROS."

Stores featuring western garb and accessories should be furnished stills of which there are many showing the stars wearing sport shirts, hats, holsters, kerchiefs, leather jackets, etc.

There's a particular still of Wayne, 55-130, showing both a high hat and a western hat which will make an excellent display in a men's hat shop with a caption:

WE SELL EVERYTHING FROM TOP HATS TO 10-GALLON TEXANS (and follow with picture copy)

SEEN here is an ad that serves to introduce the characters in the film, hinting at the action and intrigue. Also seen are two stills from the film, one building the love story for the gals and the other showing Wayne and Stuart Whitman, the male stars.



What we've done successfully at RKO when the picture was appropriate, was to rent a roulette wheel, mount it, and use stills all around the outside. "The Comancheros" opens with New Orleans' gambling scenes, so the wheel is a natural. Patrons get one spin if pin stops at certain number adjacent to the JOHN WAYNE still, he'll get free guest ticket. If any outside truck is going to be used to run around the city with 24 sheets—and we recommend it for this picture—mount the wheel on this truck and allow passers-by to spin when the truck is parked for a short time. This will get you lots of attention.

Where it's allowed, stencil the streets with an arrow, copy inside to read: *THIS WAY TO THE COMANCHEROS.*

If there's a riding academy on friendly terms with you, get them to ride down to the theatre in a group. And use hitching posts in front of your theatre. Lead and end horses should have sign saying riders are on way to see John Wayne ride in "THE COMANCHEROS."

Some of the best John Wayne heads we've seen in many a Wayne picture are stills 129-136-27-12-9. These are good for all publicity and advertising.

So, "THE COMANCHEROS" are coming! And bringing a wealth of promotional ideas with them!

**Brawling...Plundering...Ravaging
THE KINGDOM OF KILLERS IS ON THE SCREEN!**



20
JOHN WAYNE
THE COMANCHEROS



CO STARRING
STUART WHITMAN · INA BALIN · NEHEMIAH PERSOFF · and LEE MARVIN
PRODUCED BY GEORGE SHERMAN · DIRECTED BY MICHAEL CURTIZ
SCREENPLAY BY JAMES EDWARD GRANT and CLAIR HUFFAKER
Based on the novel by PAUL I. WELLMAN
COLOR by DE LUXE CINEMASCOPE
S I G



ATLANTA

Arnold Woolf is the new owner of the Allison, Piedmont Ala., having taken it from Martin Theatres, which has operated it since the 1940's. Alvin Hodge, local manager for the past 10 months for Martin, is being re-assigned. Otherwise Woolf will keep the Allison staff intact. . . . Clyde Sampler, Ken Laird and Walter Walker, Buena Vista exchange, are back after a sales meeting in Hollywood. . . . Pepsi-Cola Bottling Company is sponsoring after the game shows each Friday night during football season for all teenagers in Birmingham, Ala. . . . G. S. Pike, Kirkwood, and manager Georgia Theatres

Empire here, was beaten up by would-be patrons who ambushed him. He received hospital treatment. . . . Martin Theatres announced showing of Sunday movies at Thompson, Ga. . . . Jack Riggs, Jacksonville, Fla., booking agent, has turned his business over to Dave Roper, and moved here where he will book the Bel-Air, Nashville, Tenn., and the Colonial and Warner Park Drive-ins and two theatres in Albany, Ga. . . . Martin Theatres has closed their Bama Drive, Eufaula, Ala. . . . Lovie Rice has closed the Riverside here. . . . Harold Bridges, husband of Martin Circuit receptionist Mary Bridges, was hospitalized following a heart attack.

Film Exchange and Dealer Listing for the ST. LOUIS FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• Film Distributors

ALLIED ARTISTS, 3203 Olive St.—Jefferson 3-0477

Br. Mgr.: Frank Reimer. Office Mgr. and Booker: Margaret Collins. Asst. Booker: Ann Martz. Emerg. Phones: Collins, FLanders 2-1891; Lou LaVatta, Shipper, Underhill 7-4339.

ASTRAL, 3238 Olive St.—Olive 2-0603

Pres. & Gen. Mgr.: Andy Dietz. Emerg. Phone: WOODland 1-3781.

BUENA VISTA (Disney), 3309 Olive St.—Jefferson 5-1159

Br. Mgr.: Wayne Stephenson. Booker: Marcella DeVinney. Emerg. Phone: Stephenson, JACKson 2-860B.

COLUMBIA, 3310 Lindell Blvd.—Franklin 1-2265

Br. Mgr.: Ray J. McCafferty. Office Mgr.: George Cohn. Sales: Stanley Smith, Ralph Hacker. Booker: Charlotte Murphy. Cashier: Hermine Burgdorf. Emerg. Phone: Cohn, PARKview 7-3417.

CREST, 3333 Lindell Blvd.—Jefferson 1-4574

Owner and Mgr.: Herman Gorelick. Emerg. Phone: PARKview 5-2586.

KROEGER, 414 Union—Forrest 1-6050

Owner and Mgr.: W. C. Kroeger. Booker: Leora Kroeger. Emerg. Phone: FORrest 1-6050.

MANTLE, 3238 Olive St.—Jefferson 5-1492

Owner and Mgr.: Cliff Mantle.

METRO-GOLDWYN-MAYER, 3143 Olive St.—Jefferson 3-0201

Br. Mgr.: Harry Hopkins. Office Mgr.: Clarence Ritzler. Sales: George Reilly, Arthur O'Toole, Alfred Coco. Bookers: Frances Frenger, Henry Zach. Cashier: Fan Krause. Emerg. Phones: Hopkins, HARRison 7-B196; Zach, PARKview 5-6104.

NATIONAL FILM SERVICE, 3330 Olive St.—Franklin 1-6572

Owner and Mgr.: Meyer Kahan. Office Mgr.: Forest Beckham. Emerg. Phone: PARKview 7-1583.

H. J. O'BRIEN, 3238 Olive St.—Jefferson 5-8827

Br. Mgr.: H. J. O'Brien. Emerg. Phone: FLanders 3-0471.

PARAMOUNT, 2949 Olive St.—Olive 2-3680

Br. Mgr.: Harry H. Haas. Office Mgr.: Jerry Bahner. Sales: William Sharpe, Joe Benedict. Booker: Edna Boyne. Emerg. Phone: Bahner, STerling 1-6265.

REALART, 3301 Lindell Blvd.—Jefferson 3-6397

Owner and Mgr.: George E. Phillips. Office Mgr. and Booker: Grace Engelhard. Cashier: Dorothy Dressel. Biller: Helen Abernathy. Emerg. Phone: Phillips, WOODland 1-9309.

20TH CENTURY-FOX, 3330 Olive St.—Jefferson 3-3185

Br. Mgr.: William C. Gehring. Sales: Arthur McManus, John Miller. Head Booker: Eve Wasem. Booker: La Donna Pruitt. Cashier: Mary Braun. Emerg. Phones: Gehring, WOODland 1-7036; Wasem, PRospect 3-5066.

UNITED ARTISTS, 3377 Lindell Blvd.—Jefferson 3-0346

Br. Mgr.: E. J. Stevens. Office Mgr.: Helen Pausch. Sales: Fred Mound, Tony Beninati. Booker: Rita Brusselback. Asst. Booker: Billy Lane. Cashier: Ruth Bauchens. Emerg. Phone: Pausch, VERNon 2-4840.

UNIVERSAL, 3203 Olive St.—Jefferson 3-3800

Br. Mgr.: Tommy Dunn. Office Mgr.: William Emas. Sales: Harry Hynes, Jr., Dave Ross. Head Booker: Woodrow Cole. Booker: Nick Misuraca. Cashier: Marie O'Brien. Emerg. Phones: Cole, TOWNsend 5-0572; Misuraca, MIs-sion 5-6925.

WARNERS, 3311 Olive St.—Jefferson 3-8656

Br. Mgr.: Hall Walsh. Sls. Mgr.: Lester J. Bona. Office Mgr.: Charles (Chick) Scheufler. Sales: Wallie Gleason. Bookers: Ed Ditzenburg, Frank Hudson. Emerg. Phone: Bona, HUDson 1-5333.

• Supply Dealers

NATIONAL THEATRE SUPPLY, 3222 Olive St.—Jefferson 1-6350

Emerg. Phones: H. H. Hoff, VERNon 2-9732; John Mattler, TEmple 7-B504; Charles Allen, FRanklin 1-4667.

• Screen Trailers

NATIONAL SCREEN SERVICE, 3975 Olive St.—Jefferson 3-9694

Br. Mgr.: Benny Lass. Office Mgr.: Eddie Koehr. Sales: Joe Howard. Cashier: E. Collmeyer.

• Signs, Advertising and Printing

THEATRICAL PRINTING, 3311 Olive St.—Franklin 1-4299

NATIONAL SCREEN SERVICE, 3975 Olive St.—Jefferson 3-9694

• Film Delivery Services

ATOMIC SERVICE, Glynn Bloodworth, Blytheville, Ark.

CLIFF BURTT, 3304 Olive St.—Jefferson 3-8656

A. G. DRUMTRA, Staunton, Ill.

FILM TRANSIT CO., Memphis, Tenn.

HARRY KAHAN, 3330 Olive St.—Franklin 1-6572

LEWTON FILM SERVICE, 3420 Avondale—Compton 1-3836

R&L FILM DELIVERY, 1341 N. Florissant Rd.—Jackson 1-1490

RUSSELL SCHMIDT, Cuba, Mo.

BILL SMITH, Hannibal, Mo.

TOM SMITH, White Hall, Ill.

SOUTHERN ILLINOIS FILM SERVICE, Carbondale, Ill.

• Service Companies

ALTEC SERVICE CO., 3010 S. Grand Blvd.—Prospect 3-8698

RCA SERVICE CO.

W. C. Bowers, 2506 E. Milton, Overland 14, Mo.—HARRison 8-7513.
John L. Pyrtle, 6209 Peurifoy Ave., Berkeley 34, Mo.—JACKson 2-3715.

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

BOSTON

A new trend in showmanship, advertising, and exploitation, with "a man from the home office" taking the picture from the beginning and going right down to the grass roots with it and its stars was put into effect in Boston with the arrival of Carroll Baker, star of "Bridge to the Sun," accompanied by Silas F. Seadler, eastern advertising manager of MGM the "man from the home office." In for two days, on a tour embracing Detroit, Washington, D. C., and Chicago, Miss Baker was introduced at functions, press gatherings, radio, television interviews, and public appearances by Seadler with a wide variety of anecdotes and information on film making and company product. Seadler made five radio stations, two television stations, and a speech at the Kiwanis Club for Miss Baker. The film actress kicked off a drive for Camp Allen for blind children. James Tibbets, manager, Loew's, Boston, where the picture will play, arranged the press luncheon at the Statler Hilton at which the Boston, Providence, and Springfield press interviewed Miss Baker. Attending were Ben Bechick, branch manager, MGM, Boston; Dave Titleman, assistant MGM branch manager; Charlie Gaudino, Loew's, Springfield; Bill Trambukis, Loew's, Providence, R. I.

BUFFALO

Ski-Dek, the world's first indoor ski center, which is in the remodeled Schine Riverside, was dedicated the other day, with a pre-Christmas Scandinavian topping-off ceremony which symbolizes good luck on completion of the building. In Buffalo for the ceremony were G. David Schine, president of Schine Enterprises and president of Ski-Dek, Inc.; Richard Schine, vice-president of Schine Enterprises; Ray Hall, inventor of Ski-Dek; Mrs. G. David Schine, Miss Universe of 1955; and Jack Metarnaghan, national ski director for Ski-Dek. The new ski center will open next month. . . . More than 300 industryites attended the testimonial dinner honoring Harry Unterfort, central New York zone manager of Schine Theatres, in the grand ballroom of Hotel Syracuse in the city of the same name. Unterfort and his wife were saluted for their 25 years of service to the industry. The principal speaker was Charles E. Noble, dean of Syracuse University's Hendricks Chapel. Other speakers included Rep. R. Walter Riehlman; Mayor Henninger; J. Myer Schine, chairman of the board of Schine Enterprises; G. David Schine, president of Schine Enterprises; Richard Schine, Donald Schine; and other key area industry figures. . . . East Rochester's former Rialto, closed since June, reopened as the New Capri, refurbished and restyled. Owned by Harold Dygert, the Capri is managed by Nicholas Corea, and will be operated as a family-type house. Invitations were issued for a private

Watch for them!

NEXT!
Charlotte Territory
Issue of October 25
Indianapolis Territory
Issue of November 1

Save Them!

reopening ceremony on the night before the regular premiere.

CHARLOTTE

The Carolina, Winston-Salem, N. C., announces that it is resuming its Wednesday morning "movie parties" Oct. 18. Manager Dan Austell said there has been no change in the operating policy of the Carolina, which caters to white persons only. Some similar movie parties were discontinued recently after Negroes threatened to picket the merchants who sponsored them. The Carolina's Wednesday morning parties are designed particularly for women and will feature films with feminine appeal. They are being sponsored by a group of local business firms.

CINCINNATI

The opening of the theatrical and cultural fall season was forced to share top billing with the World Series played at Crosley Field. The opening of the symphony concerts, the annual Film Festival, University of Cincinnati; two live shows; top night club acts, and fairly strong movies, offered a variety of entertainment for the thousands of convention and sports minded visitors. . . . Movies won two to one in answers to the morning Enquirer's feature "Opinionnaire," "Would you rather see a good stage show or a good movie?". . . Drive-ins, which had rough going in the early part of the season, are now recouping some of the loss because of good weather. Most drive-ins that play the short season have curtailed operations to weekends, and plan to close when the inclement weather begins. . . . Virginia Grey, featured in U-I's "Back Street," scheduled for the Albee Oct. 19, was in town with Duke Hickey, U-I's exploiter, and was very well received at the press luncheon. . . . Also in were Robert Conn, 20th-Fox sales cabinet member; Ted Levy, Buena Vista division manager; and W. O. Williamson, Jr., U-I's southern division manager. . . . Ira Sichelman, who recently resigned as 20th-Fox branch manager, was the guest of honor at an office party before he left for his home in Washington, D.C.

COLUMBUS, O., NEWS—RKO Grand is opening the first Central Ohio showing of the Cinerama film, "South Seas Adventure," on Oct. 11. . . . Robert Little, managing director, Bexley and World art houses, has a simultaneous engagement of "La Dolce Vita" at the two art houses. . . . Carol Bannerman has joined the publicity staff of the John Barcroft Advertising Agency. . . . Ed McGlone, RKO city manager, expects to have Columbus-born comedian Gene Sheldon in Columbus in mid-November to ballyhoo Walt Disney's "Babes in Toyland," in which Sheldon appears. . . . Harold Walton, assistant manager, Loew's Ohio, is expected to enter Army service soon. . . . Ron Pataky has taken over the theatre editorship of the Columbus Citizen-Journal, succeeding Norman Nadel, now theatre critic of the New York World-Telegram. . . . The grand jury refused to return an indictment against Leroy Griffith, operator, Parsons Follies art theatre, on a charge of "unlawfully exhibiting obscene, lewd, or lascivious pictures upon a street or in a place which may be within the view of minors." The charge was based on photos placed in the lobby of the Parsons Follies. . . . Robert Little, general manager, Bexley and World art theatres here, will transfer soon to San Francisco, where he will be in charge of west coast operations for the Art Theatre Guild, which recently acquired the Presidio, San Francisco, and the Capri, Denver. Kenneth Nitz, who has been managing a theatre in Toledo for ATG, will succeed Little here.

DALLAS

The Dallas Variety Club honored Interstate Theatre's "Big Three" at a testimonial dinner. They included Raymond Willie, vice-president and general manager of Interstate Theatres; W. E. Mitchell, vice-president and general manager of Texas Consolidated; and John Q. Adams, executive vice-president of interstate. . . . Playwright William Inge made a visit here on behalf of Warner Bros.' "Splendor in the Grass." . . . Services were held here for Mrs. Alfred N. Sack, 43, wife of the owner of the Coronet who died following a lengthy illness. A resolution praising Mrs. Sack was adopted unanimously by the State Commission for the Blind. Mrs. Sack for many years worked in behalf of the blind children and with her husband established the Dallas Services for Blind Children and legislative action which permitted blind children to attend regular classes in public schools. . . . The entire cast of "State Fair" which is being filmed here appeared in a giant benefit show to aid the victims of Hurricane Carla. Appearing on the show were Jose Ferrer, Pat Boone, Bobby Darin, Alice Faye, Tom Ewell, Pamela Tiffin, and Ann-Margret.

DES MOINES

Warner Bros. has transferred its accounting department in the Minneapolis exchange to Des Moines. . . . Karl Underwood, formerly manager, Central States Drive-In, Burlington, Ia., has been transferred to Chariton, Ia., where he will manage the Ritz, replacing Warren Moyer. . . . Herb Loeffler, head of the purchasing and maintenance department at Central States in Des Moines for the past 13 years, has resigned to enter business at Mason City. . . . Elmer Svendsen has reopened the Roxy, Alta, Ia. . . . The Toledo, Ia., community theatre guild has saved the Wieting community theatre with a full year of successful operation. The theatre was given to the town in 1912 by Mrs. Ella Wieting and under the terms of her will it was to revert to the estate if not operated. When the theatre closed over a year ago members of the parent-teachers group formed the guild to operate the house and sold season passes at \$20. Voluntary help operates the house. . . . Manager of the only movie theatre at Collins, Ia., a community of 435 persons, is a Methodist minister, Thomas W. Woodin.

DETROIT

Don Martin has joined the forces at Cooperative Theatres of Michigan as film buyer. Previously, he was for two years with the Warner Bros. branch here as salesman. . . . Tragedy struck over the week-end. Richard Packer was brought to this city by William Flemion to manage the Studio North five weeks ago when the house opened with the death-laden film import, "The Virgin Spring." Packer went to Columbus, O., to bury his brother. At the funeral, he suffered a heart attack and dropped dead. Before coming to Detroit, Packer managed the Westwood, Cleveland. . . . "Impressario Magazine, Detroit's Magazine of Performing Arts" makes its debut about Oct. 20. Backing the venture are Stephen F. Booth and Granville C. Ryan, previously known as television producers, and through their industrial film company, Paragon Productions, Inc., of this city. Staffing the magazine are two writers on the late "Detroit Times," Andy Wilson, who wrote the TV columns, and Arnold Hirsch, who was its movie reviewer. While accent will be on live stage, whereon activity here has been greatly stepped up this year, Hirsch will re-

view art movies, while Howard Pearl, United Artist ad-pub man, will criticize commercial films. It is planned to bring the new publication out in October, December, February, and April this season.

HOUSTON

William Inge, playwright, was a visitor here in connection with his first movie script, "Splendor in the Grass." Inge is the author of "Come Back, Little Sheba," "Picnic," "Bus Stop," and "A Loss of Roses." He acts a role in the film which was directed by Elia Kazan. The picture opens at the Majestic on Oct. 12. . . . Al Zarzana and Ray Boriski have reopened their Al-Ray for the showing of Mexican films. For the time being, they will operate Friday and Saturday evenings and Sunday matinee and evening. . . . L. M. Crim Jr., and Bob Hartgrove, new owners, Paris Arts, formerly the OST, have redecorated their theatre. Included was new carpeting in the lobby and rest rooms. Jim Larsen has been named house manager. Leona Watts is in charge of the concessions stand and Carolyn Bement has been named cashier. Crim and Hartgrove have named Fred Mullen as the manager, Surf Drive-In, Freeport, Tex., which they also recently acquired. . . . Most of the local theatres kept their doors open in the downtown section during the recent hurricane. The Delman was kept open by Ellis Ford, manager, for anyone wanting in out of the weather. At Loew's State, Homer McCallon showed the regular feature just to prove that not even a hurricane could close the State. Practically all neighborhood theatres were closed for several days. Most of the downtown houses did away with ticket selling to admit anyone who wished to "come in out of the rain." The Trail Drive-In was the only ozoner not reopened at the end of the week. Besides other damages which most of the theatres suffered in varying degrees, the power was still not on in that southeast area. The heaviest damages suffered was to the Naway operated by Rubye Gibson. This indoor house had the water tower blow over, flooding the theatre, with the first four rows of seats inundated and the carpets being completely ruined.

JACKSONVILLE

Sam George, assistant to Metro publicist Judson Moses of Atlanta, came into the Florida area to work on promotional programs for coming engagements of "Ben-Hur." . . . Ed Dove has temporarily shuttered his Park, St. Petersburg. . . . Confined to her home on doctor's orders was Mary Ann Lindsey, Metro staffer, following an attack of pneumonia. . . . Milton Finnemore is now operating the Arcadia Drive-In, Arcadia, in place of former owner A. W. Durham. . . . Dave Roper, head of the Enterprise Booking Service, has taken over many of the theatre accounts formerly handled by the Jack Rigg Booking Service. Jack Rigg, who moved his headquarters from this city to Atlanta, has continued to handle bookings for several Georgia exhibitors. . . . O. Glenn Gryder, formerly attached to the United Artists office, is now booking for Allied Artists, replacing Ray Chambers, who is managing the Air Base Drive-In for owner Carl Carter. . . . Dave Harris, formerly of this city, is now operating the Temple and Brooklyn, Perry, having acquired them from Kay Porter. . . . Florida State Theatres conducted an advance promotional campaign for the opening of "Splendor in the Grass" at the downtown Center. . . . Walt Meier, manager, downtown Florida, returned from an FST advertising forum conducted by circuit offi-

cials in Orlando to launch an exploitation campaign for his opening of "Greyfriars Bobby." . . . Al Hildreth, manager, San Marco Art Theatre, opened his fall series of foreign films with the first local run of "The 400 Blows" to be followed by "The Royal Ballet" in conjunction with the Fall Arts Festival being conducted by the Jacksonville Council of the Arts. . . . FST employees gathered at the Florida for a Saturday kick-off meeting of the 1961 Community Chest drive. . . . Veteran cashier Marjorie Underwood has rejoined the Edgewood's staff after a summer's absence, replacing Marie May, former assistant to Lew Hensler at the Ridgewood, Daytona Beach. . . . Walter Loveday, popular staffer at the San Marco, was chief fire marshal in Karachi, Pakistan, when he retired from Her Majesty's service.

MIAMI, FLA., NEWS—Keith Hendee, Wometco's Ft. Lauderdale city manager, and manager, Gateway, was honored by the Fort Lauderdale Junior Chamber of Commerce as one of five outstanding young men who have made outstanding strides in professional achievement. . . . Additional dividend action was taken by Wometco Enterprises, Inc., board of directors simultaneously with the release of the latest Wometco earnings report which showed an increase in earnings of 38 per cent for the 12 weeks ended Sept. 9, over the same period last year. The Wometco directors declared a 10 per cent stock dividend in addition to the regular cash dividend, payable Jan. 15, 1962, to stockholders of record as of Jan. 2. At the same time, the regular quarterly cash dividend of 17½ cents on the class A stock and 6½ cents on the class B stock was declared payable Dec. 15 to stockholders of record as of Dec. 1. The board of directors stated that its intention was to continue to pay the same cash dividends at the rate of 70 cents annually on the class A stock and 26 cents annually on the class B stock on the increased number of shares outstanding after distribution of the stock dividend.

MEMPHIS

Plaza Theatre, a deluxe 1400-seat house, part of a swank shopping center, is now a part of the 55-theatre chain of the General Drive-In Corporation, Boston. Augustine Cianciolo, a pioneer in shopping center theatres, owner, sold his lease in one of the biggest theatre deals in the past 25 years of Memphis history. General Drive-In has built five shopping center theatres in the past year, and plans to build seven more by Oct. 21, 1962. When Cianciolo opened Plaza on April 19, 1952, many theatre men had doubts about its chances of success. Television competition was at its height, and many felt the theatre was too far out. "The Plaza has the reputation of being one of the most successful theatres in Memphis, yet I feel it has only reached half its potential. I am happy to see it taken over by a company that believes in the shop-

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ping center theatre as I do and will continue our policy of providing high-quality family entertainment in attractive and wholesome surroundings." Cianciolo will continue to operate the Rosemary and Northgate, as well as the Luciann and Poplar Plaza bowling lanes.

NEW HAVEN

Doug Amos, general manager of Lockwood and Gordon Theatres, has named Richard Parker, formerly manager, Colonial, Hartford, as house manager at the Cinerama, Hartford. William F. Murphy continues as Cinerama resident manager for L&G. . . . The Greek production, "Antigone," backed by Connecticut-based Norma Film Productions, will be screened by invitation at the London International Film Festival, Oct. 17-31. Sperie P. Perakos, general manager, Perakos Theatre Associates, independent Connecticut circuit, is president and executive producer of Norma Film Productions. U. S. releasing plans for "Antigone," directed by George Tzavallas from his own screenplay, and starring Irene Papas, are yet to be resolved. . . . Richard Beebe, operator, Park, Westfield, Mass., is starting a series of Friday night vaudeville programs, as supplementary entertainment with regular double-feature films, effective Oct. 27. If successful, the plan will be extended to Saturday nights. He is completing a 30-day promotion with a Westfield automobile dealer, providing a pass card—good over a year's span—to each buyer of a new car. In return, the dealer is participating heavily in cooperative advertising. At the same time, Beebe has named Robert Donaldson as Park house manager. To mark arrival of a new baby in the Donaldson household, Beebe put this legend on the theatre marquee next day, "IT'S A BOY! FREE POP-CORN TO ALL FROM PAPA!"

NEW ORLEANS

L. C. Montgomery, president, Joy Theatre, was presented a plaque of appreciation by the New Orleans Optimist Club at a recent luncheon in the Roosevelt Hotel. This was in recognition of the world premiere receipts of "Tammy Tell Me True" to the club for its charitable accounts. . . . Mrs. Harold Ainsworth, chief organizer and head of "Do Something About It" of the Council of Catholic Schools Cooperative in connection with the Moral Safety of Motion Pictures exhibited in New Orleans theatres, and her group met with Ross Hunter, U-I producer, in the Gold Room of the Roosevelt Hotel during the MPTOA convention and discussed the censorship question. . . . Mrs. Della Jean Favre, president, WOMPI, reported that the club's service prior to the TOA convention was to assist Mrs. R. D. Toupe, chairman of the ladies' arrangements committee, to stuff the kits which were distributed among the conventioners; and helping with seating of diners at various affairs. . . . Tom Neely, Sr., manager, NTS, announced they have supplied the Walker High Intensity Screen recently installed in the U.S.A. Navy Theatre, Milton, Fla. . . . F. F. Goodrow Independent Exchange operator has taken over the territory for some of Sutton Films, including "Fear No More."

PHILADELPHIA

Allied Artists branch manager Max Gillis has announced that he will marry Shirley Parker on Nov. 17. . . . The Philadelphia Motion Picture Preview Group has scheduled its annual card party at Wanamaker's on Oct. 26. Mrs. Samuel Epstein will be chairman assisted by Mrs. Arthur Goldsmith, president; and Mrs. Armond Loeb. . . . Phil Hirsch and

Mel Fox have taken the Grove, Willow Grove, Pa., and are changing it into an art cinema. . . . Variety Club, Tent 13, is holding a Halloween Party on Oct. 28 in the clubrooms.

PORTLAND

Max Bercutt, Warner Brothers publicity director, was a visitor to confer with exhibitors, branch executives, and the press. Meeting at the Benson Hotel for a luncheon meeting, Bercutt told of the current survey conducted in key cities prior to the initial release of "Splendor in the Grass." He pointed out that his studio felt the public itself was the best judge as to what movies it should see. Mel Keller, Warner Brothers branch manager here; Rex Hopkins and Dean Matthews, National Theatres and Television here, were in attendance. . . . Robert Selig, National Theatres vice-president and general manager, and William H. Thedford, west coast district manager, conferred with Rex Hopkins here on an inspection tour of NT&T properties, Fox, Orpheum, and Hollywood. . . . NT&T will spend \$100,000 to remodel the suburban Hollywood and will open with Cinerama on Nov. 22. The house is playing "Spartacus" in a 10th week. All six Cinerama pictures will be shown with a 17-week average for each. The Cinerama contract calls for an interruption of this series to show the new "How The West Was Won" when it is ready for release. The Hollywood has done exceptionally well with "Spartacus." Cinerama engineers have reported the Hollywood is almost perfect for the showing of the process. Installation plans call for three new booths, a new curved screen, sound improvements, as well as interior decorations, etc.

ST. LOUIS

Jim Damos, popular local exhibitor and treasurer of the Missouri-Illinois Theatre Owners, has been appointed University City Police Chief to succeed Peter Gaffney. Damos is treasurer of the Criterion Theatre Management Corporation and has been manager, Regal. He will retain the treasurer's job, but his brother-in-law, Harry Pliakos, will assume the managership of the Regal. For the past nine years Damos has been active in the auxiliary police force. He has served as a member of the University City Civil Service Selection Board for candidates to the University City police department. In the theatre business he is well known for his tireless efforts on the behalf of exhibitors and has been very active in the MITO. He hopes to continue to be active in the motion picture business, and in MITO. . . . Casey Drive-In, Casey, Ill., is closing Oct. 21 for the season. . . . J. W. Holland has reopened the Balco, La Centre, Ky., which has been closed for the season. . . . Midway Drive-In, Benton, Ill., and Cluster Drive-In, Salem, Ill., are down to weekend operations.

SEATTLE

Robert Hazard, United Artists Seattle branch manager, has been transferred to Boston. Jack Partin, former sales manager in Portland, has been shifted to Seattle to head the local exchange. . . . In further shifts, Carl Miller, formerly associated with Warner Bros. and Universal, has been named sales manager for United Artists in Portland, and Bud Hamilton formerly Allied Artists salesman in Portland, has replaced Jack O'Brien in the United Artists Portland spot. . . . Sanford Palo has taken over the Florence, Seattle, from the Danz Corp. Palo formerly was booker and manager of the Embassy and Green Parrot, which are now being handled by Paul McElhinney. . . . The Columbia, Seattle, has reopened after a general refurbishing.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



OCTOBER 18, 1961 SECTION TWO VOL. 66, NO. 19

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY. . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope
DC—DeLuxe Color
EC—Eastman Color
MC—MetroColor
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Totalscope
VV—VistaVision
C—Other color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6105 ANGEL BABY—MD-97m.—Salome Jens, George Hamilton, Mercedes McCambridge—4813 (5-3-61)—Excellent and dynamic film
Introduces new star
6109 ARMORED COMMAND—D-99m.—Howard Keel, Tina Louise—4845 (8-9-61)—Interesting war drama has angles
6108 BRAINWASHED—D-102m.—Curt Jurgens, Claire Bloom—4837 (7-12-61)—Good suspense entry for general situations, art spots—
German-made; English dialogue
BRIDGE, THE—D-102m.—Fritz Wepper, Michael Hinz—4817 (5-17-61)—Good war film—German-made; English titles
6009 CALTIKI, THE IMMORTAL MONSTER—MD-75m.—John Merivale, Didi Sullivan—4773 (12-7-60)—Science fiction for the
duallers
6106 DAVID AND GOLIATH—SP-95m.—(EC; Total Scope)—Orson Welles, Ivo Payer—4817 (5-17-61)—Satisfactory biblical spectacle
should prove saleable—Italian-made—dubbed in English
6102 DONDI—CD—100m.—David Kory, David Janssen, Patti Page—4845 (8-9-61)—Fair programmer
6016 HEROD THE GREAT—D-93m.—(EC; Totalscope)—Edmund Purdom, Sylvia Lopez—4773 (12-7-60)—Another Italian-made
spectacle—Italian-made; dubbed in English
6014 HEROES DIE YOUNG—MD-76m.—Erika Peters, Scott Borland—4789 (2-8-61)—Lower half war meller
6107 KING OF THE ROARING 20'S—MD-106m.—David Janssen, Dianne Foster—4817 (5-17-61)—Well made and enacted life of a
notorious gambler
6101 LOOK IN ANY WINDOW—D-87m.—Paul Anka, Ruth Roman, Alex Nicol—4785 (1-25-61)—Satisfactory programmer has exploit-
able angles
6103 OPERATION EICHMANN—MD-92m.—Werner Klemperer, Ruta Lee—4801 (3-22-61)—Highly exploitable melodrama
6008 PLUNDERERS, THE—W-94m.—Jeff Chandler, Dolores Hart—4765 (11-9-60)—Interesting western should appeal to action fans
6013 SERENGETI SHALL NOT DIE—DOC-84m.—(EC)—Produced by Michael Grzimek and Dr. Bernhard Grzimek—4789 (2-8-61)—
Good documentary on Africa
6003 SEX KITTENS GO TO COLLEGE—C-94m.—Mamie Van Doren, Tuesday Weld, Marty Milner—4769 (11-23-60)—For the lower
half
6010 TORMENTED—MD-75m.—Richard Carlson, Juli Reding—4773 (12-7-60)—For the lower half
6015 UNFAITHFULS, THE—83m.—Gina Lollobrigida, May Britt, Pierre Cressoy—4813 (5-3-61)—Unsavory tale of Italian society—
Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

- May TIME BOMB—Curt Jurgens, Mylene Demongeot
Aug. TWENTY PLUS TWO—David Janssen, Jeanne Crain, Dina Merrill
Oct. TOO HOT TO HANDLE—(C)—Jayne Mansfield, Leo Geunn
Dec. EL CID—(70m-C)—Charlton Heston, Sophia Loren (Road Show)
Dec. GEORGE RAFT STORY, THE—Ray Danton, Jayne Mansfield, Barbara Nichols

COMING

- BIG WAVE, THE—Sessue Hayakawa—Japanese-Made
BILLY BUDD—Robert Ryan, Peter Ustinov
BLOODY BROOD—Barbara Lord, Jack Bett
DAY OF THE TRIFFIDS, THE—(CS; C)—Howard Keel, Nicole Maurey
HITLER—Richard Basehart, Maria Emo

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 608 ALKAZAM THE GREAT—CAR-84m.—(C; Matiscope)—Voices of Frankie Avalon, Dodie Stevens, Jonathan Winters—4841 (7-26-61)
—Amusing and entertaining cartoon—Japanese-made; English dialogue
606 BEWARE OF CHILDREN—C-80m.—Leslie Phillips, Geraldine McEwan—4833 (6-28-61)—Fairly amusing import—English
602 BLACK SUNDAY—MD-84m.—Barbara Steele, John Richardson—4793 (2-22-61)—Satisfactory horror programmer—Italian-made—
Dubbed in English
509 GOLIATH AND THE DRAGON—MD-90m.—(Colorscope)—Mark Forrest, Eleanora Ruffo—4777 (12-21-60)—Spectacle should
do okay when actively sold—Italian-made; dubbed in English
601 HAND, THE—MD-61m.—Derek Bond, Reed De Rouen—4809 (4-19-61)—Gruesome programmer holds interest—England
604 HOUSE OF FRIGHT—D-80m.—(C)—Paul Massie, Dawn Addams—4829 (6-14-61)—Effective horror entry—English
508 JOURNEY TO THE LOST CITY—MD-95m.—(C)—Debra Paget, Paul Christian—4765 (11-9-60)—Exploitable spectacle for the
program
603 KONGA—90m.—(EC)—Michael Gough, Margo Johns—4793 (2-22-61)—Okay science fiction programmer—English
607 MASTER OF THE WORLD—SFD-104m.—(Magna Color; Stereophonic Sound)—Vincent Price, Charles Bronson—4813 (5-3-61)—
Well-made, interesting science fiction entry
609 PIT AND THE PENDULUM, THE—D-85m.—(C; CS)—Vincent Price, John Kerr, Barbara Steele—4845 (8-9-61)—Well-made hor-
ror drama
507 PORTRAIT OF A SINNER—D-96m.—Nadja Tiller, Tony Britton—4785 (1-25-61)—Adult love story should interest women in par-
ticular—English

TO BE REVIEWED

- CONJURE WIFE—Janet Blair, Peter Wyngarde
GUNS OF THE BLACK WITCH—(CS; C)—Don Megown, Silvana Pampanini
JOURNEY TO THE 7th PLANET—(C)—John Agar, Greta Thyssen
LOST BATTALION—Leopold Salcedo, Diane Jergens
OPERATION CAMEL—Nora Hayden, Louis Renard

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Absent-Minded Professor, The.	A1	Misc.
Ada.	A3	MGM
Adventure, The.		For.
•Adventure Of A Young Man.		Fox
•Advise And Consent.		Col.
After Mein Kampf.		Misc.
Alkizam, The Great.	A1	A-1
Alamo.	A1	UA
•All Fall Down.		MGM
All Hands On Deck.	A1	Fox
All In A Night's Work.	A3	Par.
Anatomist, The.		For.
Angel Baby.	B	AA
Angry Silence, The.	A3	For.
Anna's Sin.	A3	For.
Armored Command.	A3	AA
Atlantis, The Lost Continent.	A2	MGM
Atlas.		Misc.

PLEASE NOTE . . .

This yellow paper SERVISECTION is corrected, re-edited, and brought up to date every second week;— and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

• Bachelor In Paradise.....	MGM
• Bachelor Flat.....	Fox
Back Street.....	B U-I
Ballad Of A Soldier.....	A2 For.
• Barabbas.....	Col.
Battle At Bloody Beach.....	A2 Fox
Belles And Ballets.....	For.
Between Heaven And Hell—RE..	A2 Fox
Beware Of Children.....	A2 A-I
Big Deal On Madonna Street, The	A3 For.
Big Gamble, The.....	A1 Fox
• Big Wave, The.....	AA
Big Show, The.....	B Fox
• Billy Budd.....	AA
Bimbo The Great.....	B WB
• Bird Man Of Alcatraz, The.....	UA
Black Sunday.....	A2 A-I
Blast Of Silence.....	A3 U-I
Blood and Roses.....	B Par.
• Bloody Brood.....	AA
• Blue Hawaii.....	Par.
Blueprint For Robbery.....	A2 Par.
Born Yesterday—RE.....	B Col.
Boy Who Caught A Crook.....	A1 UA
Brainwashed.....	A2 AA
Breakfast At Tiffany's.....	A3 Par.
Breath of Scandal, A.....	B Par.
Breathless.....	C For.
Bridge, The.....	A2 AA
Bridge To The Sun.....	A2 MGM
Buffalo Gun.....	Misc.
Butterfield 8.....	B MGM
By Love Possessed.....	A3 UA

C

Caltiki, The Immortal Monster...	AA
Canadians, The.....	A2 Fox
• Cape Fear.....	U-I
Career Girls On A Naked Holiday.	Misc.
Carthage In Flames.....	B Col.
Cat Burglar, The.....	A2 UA
Cheaters, The.....	For.
• Children's Hour, The.....	UA
Cimarron.....	A1 MGM
Cinderella.....	A1 Par.
Circle Of Deception.....	SP Fox
Claudelle, English.....	A3 WB
• Cleopatra.....	Fox
Code Of Silence.....	Misc.
• Colossus Of Rhodes, The.....	MGM
Come Dance With Me.....	C For.
Come September.....	A3 U-I
• Comancheros, The.....	Fox
Confess, Dr. Corda.....	For.
• Conjure Wife.....	A-I
• Congo Vivo.....	Col.
Cool Wind In August, A.....	C Misc.
• Couch, The.....	A3 WB
• Counterfeit Traitor, The.....	Par.
Cow And I, The.....	A2 For.
Crowning Experience, The.....	SP Misc.
Cry Freedom.....	For.
Cry For Happy.....	B Col.
Curse Of The Werewolf.....	B U-I

D

David and Goliath.....	A1 AA
• Day Of The Triffids, The.....	AA
Days Of Thrills And Laughter...	A1 Fox
Dead One, The.....	Misc.
• Dead To The World.....	UA
Deadly Companions, The.....	A2 Misc.
Desert Attack.....	A1 Fox
Devil At 4 O'Clock, The.....	A2 Col.
Devil's Commandment, The.....	For.
Dog, A Mouse and A Sputnik, A,	For.
Dondi.....	A1 AA
Don Quixote—USSR.....	A2 MGM
Double Bunk.....	For.
• Double Trouble.....	Fox
Dr. Blood's Coffin.....	A2 UA

E

Elephant Walk—RE.....	A2 Par.
• El Cid.....	AA
Enemy Below—RE.....	A1 Fox
• Errand Boy, The.....	Par.
Escape From Terror.....	Misc.
• Escape From Zahrain.....	Par.
Esther And The King.....	B Fox
• Everything's Ducky.....	A1 Col.
Exodus.....	A3 UA
• Experiment In Terror.....	Col.
Explosive Generation, The.....	B UA

F

Fabulous World Of Jules Verne...	A1 WB
Facts Of Life, The.....	A2 UA

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

531 BORN YESTERDAY—C-103m.—Judy Holliday, Broderick Crawford—4797 (3-8-61)—Highly entertaining adult comedy reissue—Reissue
528 CARTHAGE IN FLAMES—MD-95m.—(TC; TE)—Anne Heywood, Jose Suarez—4785 (1-25-61)—Historical spectacle for the program—Dubbed in English—Italian-made
529 CRY FOR HAPPY—C-110m.—(CS; EC)—Glenn Ford, Donald O'Connor, Miiko Taka—4785 (1-25-61)—High rating, laugh-loaded comedy has names and angles
607 DEVIL AT FOUR O'CLOCK, THE—D-126m.—(EC)—Spencer Tracy, Frank Sinatra, Barbara Luna—4869 (9-27-61)—Well-made drama has many angles
539 FIVE GOLDEN HOURS—C-90m.—Ernie Kovacs, Cyd Charisse—4818 (5-17-61)—Funny idea misses big laughs—Made in England
601 GIDGET GOES HAWAIIAN—C-102m.—(EC)—James Darren, Deborah Walley—4825 (5-31-61)—Cute entry for the program
603 GUNS OF NAVARONE, THE—157m.—(EC; CS)—Gregory Peck, Gia Scala—4825 (5-31-61)—High rating adventure yarn—Filmed abroad
523 HAND IN HAND—D-75m.—Loretta Parry, Philip Needs, John Gregson—4777 (12-21-60)—Interesting drama for the program—English
516 HELL IS A CITY—MD-96m.—(HammerScope)—Stanley Baker, John Crawford—4761 (10-26-60)—Good cops 'n' robbers thriller for the program—England
540 HOMICIDAL—MD-87m.—Glenn Corbett, Patricia Breslin—4833 (6-28-61)—Grisly horror item with Castle gimmick
519 JAZZ BOAT—CMU-90m.—(CS)—Anthony Newley, Anne Aubrey—4769 (11-23-60)—For the program—English
608 LOSS OF INNOCENCE—D-99m.—(EC)—Kenneth More, Danielle Darrieux—4845 (8-9-61)—Interesting adult drama—English
534 MAD DOG COLL—MD-86m.—John Chandler, Brooke Hayward—4818 (5-17-61)—Gangster entry for the program
538 MEIN KAMPF—DOC-121m.—Compilation of German war films—4809 (4-19-61)—Chilling documentary is grimly fascinating
541 MOST DANGEROUS MAN ALIVE—MD-82m.—Ron Randell, Debra Paget—4833 (6-28-61)—For lower half
611 MR. SARDONICUS—MD-89m.—Oscar Homolka, Audrey Dalton—4873 (10-11-61)—Castle's best horror entry
527 PASSPORT TO CHINA—MD-75m.—Richard Basehart, Alan Gifford—4797 (3-8-61)—For the lower half
520 PEPE—C-157m.—(Panavision-CS-TC)—Cantinflas, Dan Dailey, Shirley Jones—4781 (1-11-61)—Highly entertaining
536R PICNIC—CD-115m.—(CS; TC)—William Holden, Rosalind Russell—4818 (5-17-61)—High rating entry—Reissue
533 RAISIN IN THE SUN, A—D-128m.—Sidney Poitier, Claudia McNeil—4805 (4-5-61)—Film based on hit play rates high
605 SCREAM OF FEAR—MD-81m.—Susan Strasberg, Ronald Lewis—4846 (8-9-61)—English
532R SOLID GOLD CADILLAC, THE—C-99m.—Judy Holliday, Paul Douglas—4797 (3-8-61)—High rating comedy reissue—Reissue
535 STOP ME BEFORE I KILL—D-108m.—Claude Dauphin, Kaine Cilento—4829 (6-14-61)—Interesting drama—English made
522 SWORD OF SHERWOOD FOREST—MD-80m.—(EC; Megascopes)—Richard Greene, Sarah Branch—4786 (1-25-61)—Robin Hood rides again—English
530 TERROR OF THE TONGS—MD-80m.—(EC)—Geoffrey Toone, Yvonne Monlaur—4801 (3-22-61)—Horror import for the program—English-made
517 THREE WORLDS OF GULLIVER, THE—100m.—(Superdynamation; EC)—Kerwin Mathews, Jo Morrow—4773 (12-7-60)—Enjoyable fantasy loaded with youth appeal
606 TRUNK, THE—MD-72m.—Phil Carey, Julia Arnall—4873 (10-11-61)—Strictly for the duallers—English-made
602 TWO RODE TOGETHER—D-109m.—(EC)—James Stewart, Shirley Jones—4833 (6-28-61)—Off-beat adventure yarn has good selling angles
537R TWINKLE AND SHINE (It Happened To Jane)—C-98m.—(EC)—Doris Day, Jack Lemmon—4818 (5-17-61)—Highly entertaining comedy—Reissue
525 UNDERWORLD, U. S. A.—MD-99m.—Cliff Robertson, Dolores Dorn—4793 (2-22-61)—Good crime meller for the program
521 WACKIEST SHIP IN THE ARMY, THE—C-99m.—(CS; EC)—Jack Lemmon, Ricky Nelson—4774 (12-7-60)—Amusing service comedy
524 WARRIOR EMPRESS, THE—D-97m.—(EC; CS)—Kerwin Mathews, Tina Louise—4829 (6-14-61)—Spectacle and sex from Italy—Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Oct. WEEKEND WITH LULU—Leslie Phillips, Robert Monkhouse
Nov. EVERYTHING'S DUCKY—Mickey Rooney, Buddy Hackett
Nov. QUEEN OF THE PIRATES—Gianna Maria Canale—Super Cinescope—Italian made
Nov. VALLEY OF THE DRAGONS—Sean McClory
Dec. MYSTERIOUS ISLAND—(Super-Dynamation; C)—Michael Craig, Joan Greenwood

COMING

ADVISE AND CONSENT—Henry Fonda, Charles Laughton
BARABBAS—(Technirama 70; Color)—Anthony Quinn, Silvana Mangano
CONGO VIVO—Jean Sebastian, Bachir Toure
EXPERIMENT IN TERROR—Glenn Ford, Lee Remick
FIVE KINDS OF LOVE—Rosalind Russell, Jack Hawkins, Annette Gorman
FURY OF THE BARBARIANS—(C)—Edmund Purdom
GOLD INSIDE, THE—Peter Cushing, Andre Morell
HELLIONS—Richard Todd, Anne Aubrey
LAWRENCE OF ARABIA—(Panavision; EC)—Alec Guinness, Anthony Quinn
MUTINEERS, THE—(CS; C)—Dirk Bogarde, Alec Guinness, Anthony Quayle
NOTORIOUS LANDLADY, THE—Kim Novak, Jack Lemmon, Fred Astaire
PLAY IT COOLER—Anthony Newley, Anne Aubrey
13 WEST STREET—Alan Ladd, Dolores Dorn
SAIL A CROOKED SHIP—Robert Wagner, Dolores Hart, Frankie Avalon
THAT UNCERTAIN FEELING—Peter Sellers, Mai Zetterling
3 STOOGES MEET HERCULES, THE—3 Stooges, Marlon and Mike McKeever
UNDERWATER CITY, THE—(Fantascope; C)—William Lundigan, Julie Adams
WATCH IT, SAILOR—Dennis Price, Marjorie Rhodes

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

124 ADA—D-108m.—(CS; MC)—Susan Hayward, Dean Martin—4841 (7-26-61)—Interesting drama on Southern people and politics
113 ATLANTIS THE LOST CONTINENT—D-90m.—(MC)—Anthony Hall, Joyce Taylor—4809 (4-19-61)—Good science fiction entry
202 BRIDGE TO THE SUN—D-113m.—Carroll Baker, James Shigeta—4849 (8-23-61)—Drama of mixed marriage during war
106 BUTTERFIELD 8—D-109m.—(CS; MC)—Elizabeth Taylor, Laurence Harvey—4761 (10-26-60)—Absorbing drama for adults seems headed for better business
108 CIMARRON—WSP—147m.—(CS; MC)—Glenn Ford, Maria Schell, Anne Baxter—4774 (12-7-60)—Highly entertaining entry
DON QUIXOTE—D-106m.—(C)—Nikolai Cherkassov—4793 (2-22-61)—Well-made filmization of literary classic—U. S.—USSR Cultural exchange film
114 GONE WITH THE WIND—D-222m.—(TC)—Clark Gable, Olivia de Havilland—4805 (4-5-61)—Excellent—Reissue
111 GO NAKED IN THE WORLD—D-103m.—(CS; MC)—Gina Lollobrigida, Anthony Franciosa—4786 (1-25-61)—Filmization of novel on life and love of a prostitute for adult audiences
105 GORGO—MD-78m.—(TC)—Bill Travers, William Sylvester—4786 (1-25-61)—Science fiction entry has angles—England
116 GREEN HELMET, THE—MD-88m.—Bill Travers, Nancy Walters—4837 (7-12-61)—Okay auto racing programmer—English
122 HONEYMOON MACHINE, THE—C-100m.—(CS; MC)—Steve McQueen, Brigid Bazlen—4837 (7-12-61)—Very funny comedy
203 INVASION QUARTET—C-87m.—(MS)—Bill Travers, Spike Milligan—4865 (9-13-61)—Fair comedy for lower half—English
107 MAGIC BOY—CAR-75m.—(Magicolor)—Toei Production—4846 (8-9-61)—Colorful Japanese cartoon should appeal to youngsters—English dialogue
102 MORGAN THE PIRATE—MD-95m.—(CS; EC)—Steve Reeves, Valerie LeGrange—4829 (6-14-61)—Very good actionful, slam-bang swashbuckler—Made in Italy
119 RING OF FIRE—MD-91m.—(MC)—David Janssen, Joyce Taylor—4818 (5-17-61)—Good program meller
115 SECRET PARTNER, THE—MD-91m.—Stewart Granger, Haya Harareet—4797 (3-8-61)—Good mystery—English
123 THIEF OF BAGHDAD—FAN-90m.—(CS; EC)—Steve Reeves, Georgia Moll—4837 (7-12-61)—Arabian Nights action fantasy for kids and young in heart—Italian made; dubbed in English
121 SECRET OF MONTE CRISTO, THE—MD-80m.—(EC; Dyaliscope)—Rory Calhoun, Patricia Bredin—4846 (8-9-61)—Swashbuckler for the program—Italian
200 THUNDER OF DRUMS, A—D-97m.—(CS; MC)—Richard Boone, George Hamilton, Luana Patten—4865 (9-13-61)—Interesting outdoor action drama
117 TWO LOVES—D-100m.—(C; CS)—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help
109 VILLAGE OF THE DAMNED—MD-78m.—George Sanders, Barbara Shelley—4761 (10-26-60)—Good science fiction entry—England
110 WHERE THE BOYS ARE—C-99m.—(CS; MC)—Dolores Hart, George Hamilton—4774 (12-7-60)—Highly entertaining entry about today's college youngsters

COMING FEATURES IN ORDER OF RELEASE

Oct. KING OF KINGS—(TECH. 70; TC)—Jeff Hunter, Siobhan McKenna
Nov. COLOSSUS OF RHODES, THE—(CS; C)—Rory Calhoun, Lea Massari
Dec. BACHELOR IN PARADISE—(CS; MC)—Bob Hope, Lana Turner
Dec. WONDERS OF ALADDIN—(C-Ultra-Panavision)—Donald O'Connor, Noelle Adam

COMING

ALL FALL DOWN—Eva Marie Saint, Warren Beatty
FOUR HORSEMEN OF THE APOCALYPSE—(CS; C)—Glenn Ford, Ingrid Thulin
HORIZONTAL LIEUTENANT, THE—Jim Hutton, Paula Prentiss
HOW THE WEST WAS WON—(Cinerama)—James Stewart, Debbie Reynolds, Gregory Peck, John Wayne
I THANK A FOOL—(CS; C)—Susan Hayward, Peter Finch
JUMBO—Doris Day, Stephen Boyd
LADY L—(CS; C)—Tony Curtis, Gina Lollobrigida
LIGHT ON THE PIAZZA, THE—(MC; CS)—Olivia DeHavilland, Rossano Brazzi
MURDER, SHE SAID—Margaret Rutherford, Arthur Kennedy
MUTINY ON THE BOUNTY—(Ultra-Panavision; C)—Marlon Brando, Trevor Howard
SWEET BIRD OF YOUTH—(CS; MC)—Paul Newman, Geraldine Page
SWORSMAN OF SIENNA—Stewart Granger, Silva Coscimo
TARTARS, THE—(CS; C)—Victor Mature, Orson Welles
TWO WEEKS IN ANOTHER TOWN—Kirk Douglas, Edward C. Robinson
VERY PRIVATE AFFAIR, A—(MC)—Brigitte Bardot, Marcello Mastroianni
WONDERFUL WORLD OF THE BROTHERS GRIMM, THE—(CR)—Laurence Harvey, Claire Bloom

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6010 **ALL IN A NIGHT'S WORK**—C-94m.—(TC)—Dean Martin, Shirley MacLaine—4805 (4-5-61)—Amusing, lightweight comedy
 6101 **BLOOD AND ROSES**—MD-74m.—(TR-TC)—Mel Ferrer, Elsa Martinelli, Annette Vadim—4865 (9-13-61)—Arty vampire meller—
 Italian-made
 6009 **BLUEPRINT FOR ROBBERY**—MD-88m.—J. Pat O'Malley, Jay Barney—4786 (1-25-61)—Crime meller for the program
 6103 **BREAKFAST AT TIFFANY'S**—C-115m.—(TC)—Audrey Hepburn, George Peppard—4873 (10-11-61)—Sophisticated entry; best
 for big city spots
 6008 **BREATH OF SCANDAL, A**—C-98m.—(TC)—Sophia Loren, John Gavin, Maurice Chevalier—4761 (10-26-60)—Fair comedy has
 angles, names
 6007 **CINDERELLA**—C-91m.—(TC)—Jerry Lewis, Anna Maria Alberghetti—4769 (11-23-60)—Fair Jerry Lewis entry should please his
 fans
 R6011 **ELEPHANT WALK**—D-103m.—(TC)—Elizabeth Taylor, Dana Andrews—4781 (1-11-61)—Reissue deserves plenty of attention—
 Reissue
 6013 **FOXHOLE IN CAIRO**—MD-79m.—James Robertson Justice, Adrian Hoven—4787 (1-25-61)—Good war programmer
 6006 **G. I. BLUES**—C-104m.—(TC)—Elvis Presley, Juliet Prowse—4762 (10-26-60)—Presley returns to faithful fans
 6015 **LADIES MAN, THE**—C-96m.—(TC)—Jerry Lewis, Helen Traubel—4830 (6-14-61)—Good Jerry Lewis entry
 6018 **LOVE IN A GOLDFISH BOWL**—C-88m.—(TC)—Tommy Sands, Fabian, Jan Sterling—4830 (6-14-61)—Okay comedy with special
 angles for the teens
 6102 **MAN-TRAP**—MD-93m.—(Panavision)—Jeffrey Hunter, Stella Stevens—4865 (9-13-61)—Unpleasant meller for program
 R6012 **NAKED JUNGLE, THE**—MD-96m.—(TC)—Eleanor Parker, Charlton Heston—4781 (1-11-61)—Tense reissue with many selling
 angles—Reissue
 6016 **ON THE DOUBLE**—C-92m.—(TC; Panavision)—Danny Kaye, Dana Wynter—4819 (5-17-61)—Very funny Danny Kaye vehicle
 6014 **ONE-EYED JACKS**—W-141m.—(TC)—Marlon Brando, Katy Jurado—4801 (3-22-61)—Impressive western with great potential
 6017 **PLEASURE OF HIS COMPANY, THE**—C-114m.—(TC)—Fred Astaire, Debbie Reynolds—4819 (5-17-61)—Cute, entertaining
 R6104 **WHITE CHRISTMAS**—CMU-120m.—(TC)—Bing Crosby, Danny Kaye, Rosemary Clooney—4866 (9-13-61)—Should account for
 high grosses—Reissue
 6008 **WORLD OF SUZIE WONG, THE**—D-129m.—(TC)—William Holden, Nancy Kwan—4765 (11-9-60)—High rating, colorful screen
 version of hit book and play

COMING FEATURES IN ORDER OF RELEASE

Nov. **BLUE HAWAII**—(TC; Panavision)—Elvis Presley, Joan Blackman
 Dec. **ERRAND BOY, THE**—Jerry Lewis
 Dec. **SUMMER AND SMOKE**—(TC)—Laurence Harvey, Geraldine Page

COMING

COUNTERFEIT TRAITOR—(TC)—William Holden, Lili Palmer
HATARI—(TC)—John Wayne, Red Buttons
IRON MEN, THE—Sidney Poitier, Claudia Cardinale
MAN WHO SHOT LIBERTY VALANCE, THE—James Stewart, John Wayne, Vera Miles
MY GEISHA—(TC; Technirama)—Shirley MacLaine, Yves Montand
ESCAPE FROM ZAHRAIN—(TC; Panavision)—Yul Brynner, Sal Mineo
GIRL NAMED TAMIKO, A—(TC; Panavision)—Laurence Harvey, France Nuyen
HELL IS FOR HEROES—Bobby Darin, Bob Newhart, Fess Parker
TOO LATE BLUES—Bobby Darin, Stella Stevens
WHO'S GOT THE ACTION—(TC)—Dean Martin, Lana Turner

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

112 **ALL HANDS ON DECK**—C-98m.—(CS; DC)—Pat Boone, Buddy Hackett, Barbara Eden—4809 (4-19-61)—Light-weight enter-
 tainment
 128 **BATTLE AT BLOODY BEACH**—MD-83m.—(CS)—Audie Murphy, Dolores Michaels—4838 (7-12-61)—Okay war programmer
 109 **BETWEEN HEAVEN AND HELL**—MD-94m.—(CS; DC)—Robert Wagner, Terry Moore, Broderick Crawford—4869 (9-27-61)—
 interesting war entry—Reissue
 134 **BIG GAMBLE, THE**—CD-100m.—(CS; DC)—Stephen Boyd, Juliette Greco, David Wayne—4849 (8-23-61)—Interesting adventure
 comedy
 120 **BIG SHOW, THE**—D-113m.—(CS; DC)—Esther Williams, Cliff Robertson—4819 (5-17-61)—Good entry for program—Filmed abroad
 105 **CANADIANS, THE**—MD-85m.—(CS; DC)—Robert Ryan, John Dehner—4802 (3-22-61)—Tale of early Canada for the program
 111 **CIRCLE OF DECEPTION**—MD-100m.—(CS)—Bradford Dillman, Suzy Parker—4787 (1-25-61)—Good counter intelligence war
 meller for the program
 114 **DAYS OF THRILLS AND LAUGHTER**—COMP-93m.—Produced and written by Robert Youngson—4802 (3-22-61)—Novelty for
 certain spots
 053 **DESERT ATTACK**—MD-76m.—John Mills, Sylvia Syms—4789 (2-8-61)—Okay English war meller for the program—England
 108 **ENEMY BELOW, THE**—MD-98m.—(CS; DC)—Robert Mitchum, Curt Jurgens, Al Hedison—4869 (9-27-61)—Absorbing, suspense-
 ful submarine war meller—Reissue
 057 **ESTHER AND THE KING**—D-109m.—(CS; DC)—Joan Collins, Richard Egan—4769 (11-23-60)—Interesting costume drama
 110 **FERRY TO HONG KONG**—MD-103m.—(CS; DC)—Curt Jurgens, Orson Welles, Sylvia Syms—4789 (2-8-61)—Colorful, well-
 enacted meller
 120 **FIERCEST HEART, THE**—MD-91m.—(CS; DC)—Stuart Whitman, Juliet Prowse—4805 (4-5-61)—Programmer has new names
 to sell
 056 **FLAMING STAR**—101m.—(CS; DC)—Elvis Presley, Barbara Eden—4781 (1-11-61)—Good action entry has Presley draw
 132 **FRANCIS OF ASSISI**—D-105m.—(CS; DC)—Bradford Dillman, Dolores Hart—4838 (7-12-61)—Effective and highly interesting
 religious drama
 122 **FROGMEN, THE**—MD-96m.—Richard Widmark, Dana Andrews—4869 (9-27-61)—War thriller should ride into the better money—
 Reissue
 039 **GODDESS OF LOVE, THE**—MD-68m.—(CS; DC)—Belinda Lee, Jacques Sernas—4765 (11-9-60)—Mediocre fare for the duallers—
 English dialogue; made in Italy
 106 **HOUSE OF BAMBOO**—MD-102m.—(CS; DC)—Robert Ryan, Robert Stack, Shirley Yamaguchi—4869 (9-27-61)—Highly interest-
 ing meller—Reissue
 136 **HUSTLER, THE**—D-135-m.—(CS)—Paul Newman, Jackie Gleason, Piper Laurie—4869 (9-27-61)—Good off-beat drama about off-
 beat people
 037 **LEGIONS OF THE NILE**—MD-91m.—(CS; DC)—Linda Cristal, Ettore Manni—4766 (11-9-60)—Acceptable for the program—
 (Dubbed in English; made in Italy)
 102 **LITTLE SHEPHERD OF KINGDOM COME, THE**—108m.—(CS; DC)—Jimmie Rodgers, Luana Patten—4782 (1-11-61)—
 Entertaining, heart-warming family story
 113 **LONG ROPE, THE**—W-61m.—(CS)—Hugh Marlowe, Lisa Montell—4790 (2-8-61)—Program western
 137 **MARINES, LET'S GO**—C-104m.—(CS; DC)—Tom Tyron, David Hedison, Linda Hutchins—4846 (8-9-61)—Mediocre war comedy
 101 **MARRIAGE-GO-ROUND, THE**—C-98m.—(CS; DC)—Susan Hayward, James Mason, Julie Newmar—4774 (12-7-60)—Cute and
 amusing man's comedy
 131 **MISTY**—D-92m.—(CS; DC)—David Ladd, Pam Smith, Phantom, the horse—4834 (6-28-61)—Good entry for family trade and young-
 sters
 104 **MILLIONAIRESS, THE**—C-90m.—(CS; DC)—Sophia Loren, Peter Sellers, Alastair Sim—4787 (1-25-61)—Success depends on name
 power
 051 **NORTH TO ALASKA**—C-122m.—(CS; DC)—John Wayne, Capucine, Fabian—4766 (11-9-60)—Comedy has angles
 135 **PIRATES OF TORTUGA**—MD-97m.—(CS; DC)—Ken Scott, Leticia Roman—4874 (10-11-61)—Okay entry for the program
 121 **RACERS, THE**—MD-112m.—(CS; DC)—Kirk Douglas, Bella Darvi—4846 (8-9-61)—Entertaining auto racing entry—Reissue
 126 **RETURN TO PEYTON PLACE**—D-122m.—(CS; DC)—Carol Lynley, Jeff Chandler, Eleanor Parker—4814 (5-3-61)—Sequel should
 prove popular
 127 **RIGHT APPROACH, THE**—CD-92m.—(CS)—Frankie Vaughan, Martha Hyer—4814 (5-3-61)—Modern youth opus misses
 115 **SANCTUARY**—D-90m.—(CS)—Lee Remick, Yves Montand—4794 (2-22-61)—Off-beat look at life and love in the south
 047 **SECRET OF THE PURPLE REEF, THE**—MD-80m.—(CS; DC)—Jeff Richards, Margia Dean—4762 (10-26-60)—Average pro-
 grammer

Fanny..... A2 WB
Fast Set, The..... For.
Fate Of A Man..... A3 For.
Ferry To Hong Kong..... A2 Fox
Fever In The Blood, A..... A3 WB
Fiercest Heart, The..... A2 Fox
Five Golden Hours..... A3 Col.
Five Guns To Tombstone..... A1 UA
Five Kinds Of Love..... Col.
Flaming Star..... A1 Fox
Flight That Disappeared..... A1 UA
Flower Drum Song..... U-I
Follow A Star..... For.
Four Horsemen Of The Apocalypse..... MGM
Foxhole In Cairo..... B Par.
Frantic..... A2 For.
French Mistress, A..... A3 For.
Freud..... U-I
Francis of Assisi..... A1 Fox
Frogmen, The—RE..... A1 Fox
Frontier Uprising..... A1 UA
Fury Of The Barbarians..... Col.

G

Gambler Wore A Gun, The..... A1 UA
General Della Rovere..... A2 For.
George Raft Story, The..... AA
Geronimo..... UA
Gidget Goes Hawaiian..... A2 Col.
G. I. Blues..... B Par.
Girl Named Tamiko, A..... Par.
Girl In Room 13..... B Misc.
Girl On The Boat, The..... UA
Girl With A Suitcase..... A3 For.
Go Naked In The World..... B MGM
Goddess Of Love, The..... B Fox
Gold Inside, The..... Col.
Gold Of The Seven Saints..... A2 WB
Goliath And The Dragon..... A2 A-I
Gone With The Wind—RE..... B MGM
Good Girls Beware..... For.
Goodbye Again..... B UA
Gorgo..... A1 MGM
Grass Is Greener, The..... A3 U-I
Great Imposter, The..... A2 U-I
Great War, The..... A3 UA
Green Helmet, The..... A1 MGM
Greyfriars Bobby..... A1 Misc.
Guns Of The Black Witch..... A-I
Gun Fight..... A1 UA
Guns Of The Navarone, The..... A1 Col.

H

Hand, The..... A2 A-I
Hand In Hand..... A1 Col.
Hatari..... Par.
Heaven On Earth..... A1 For.
Hell Is A City..... A3 Col.
Hell Is For Heroes..... Par.
Hellions..... Col.
Herod, The Great..... B AA
Heroes Die Young..... A3 AA
Hideous Sun Demon, The..... Misc.
Hippodrome..... For.
Hitler..... AA
Home Is The Hero..... A2 For.
Homicidal..... A2 Col.
Honeymoon Machine..... A1 MGM
Hoodlum Priest, The..... A2 UA
Horizontal Lieutenant, The..... MGM
Horse With The Flying Tail, The..... Misc.
House Of Bamboo, The—RE..... A2 Fox
House Of Fright..... B A-I
House Of Women..... WB
How The West Was Won..... MGM
Hustler, The..... A3 Fox

I

I Thank A Fool..... MGM
Innocents, The..... Fox
Inspector, The..... Fox
Invasion Quartet..... A1 MGM
Iron Men, The..... Par.
It Happened In Broad Daylight..... For.
It Happened In Athens..... Fox

J

Jazz Boat... B Col.
Joker, The... B For.
Journey To The Lost City... A2 A-I
Journey To The Seventh Planet... A-I
Judgment At Nuremberg... UA
Jumbo... MGM

K

King Of Kings, The... SP MGM
King Of The Roaring '20's... A3 AA
Konga... A2 A-I

L

Lad: A Dog... WB
Ladies' Man... A1 Par.
La Dolce Vita... SP For.
Lady L... MGM
Land We Love, The... UA
Lost Hero, The... U-I
Last Sunset, The... B U-I
Last Time I Saw Archie, The... A2 UA
Last Woman On Earth, The... Misc.
Lawless Breed The-RE... A2 U-I
Lawrence Of Arabia... Col.
League Of Gentlemen, The... A3 For.
Leda... B For.
Left, Right and Center... A1 For.
Legions Of The Nile... B Fox
Light In The Piazza, The... MGM
Lion Of Sparta... Fox
Little Angel... A1 For.
Little Shepherd Of Kingdom...
Come, The... A1 Fox
Little Shop Of Horrors, The... Misc.
Long Rope, The... A2 Fox
Long And The Short And The... For.
Tall, The... Fox
Longest Day, The... AA
Look In Any Window... B AA
Loss Of Innocence... A3 Col.
Lost Battalion, The... A-I
Love And The Frenchwoman... B For.
Love In A Goldfish Bowl... B Par.
Love Game, The... C For.
Lover Come Back... U-I
Loves Of Salambo, The... Fox

M

Ma Barker's Killer Brood... Misc.
Mad Dog Coll... B Col.
Madison Avenue... Fox
Magdalena... C For.
Magic Boy, The... A1 MGM
Majority Of One, A... WB
Make Mine Mink... A3 For.
Man In The Moon... A2 For.
Man-Trap... B Par.
Man Who Shot Liberty Valance, The... Par.
Man Who Wagged His Tail, The... A1 For.
Marie Octobre... A2 For.
Marriage-Go-Round... B Fox
Marines Lets Go... B Fox
Mary Had A Little... B UA
Mask, The... WB
Master Of The World... A1 A-I
Matter Of Morals, A... B UA
Mein Kampf... A2 Col.
Merrill's Marauders... WB
Midnight Lace... A2 U-I
Midnight Story, The-RE... A2 U-I
Mighty Crusaders, The... A1 For.
Millionaire, The... B Fox
Minotaur, The... B UA
Miracle Of Our Lady Of Fatima, The-RE... A1 WB
Misfits, The... B UA
Mr. Sardonicus... Col.
Misty... A1 Fox
Modigliani Of Montparnasse... For.
Monster Of The Piedras Blancas, The... Misc.
Morals Squad... Misc.
Morgan The Pirate... B MGM
Most Dangerous Man Alive, The... B Col.
Music Man, The... W
Murder, She Said... MGM
Mutineers, The... Col.
Mutiny On The Bounty... MGM
My Geisha... Par.
Mysterious Island... A1 Col.

N

Naked Edge, The... A2 UA
Naked Jungle, The-RE... A2 Par.
Natchez Trace... Misc.
Neapolitan Carousel... For.
Never On Sunday... C For.
Nikki, Wild Dog Of The North... A1 Misc.
Ninth Circle, The... A3 For.
North To Alaska... A3 Fox
Not Tonite, Henry... Misc.
Notorious Landlady... Col.

O

Okefenokee... Misc.
Oldest Confession, The... AU
Ole Rex... A1 U-I
On The Double... A1 Par.

044 SQUAD CAR-MD-61m.-Vici Raaf, Paul Bryar-4787 (1-25-61)-For the lower half
116 SNIPER'S RIDGE-MD-61m.-CS-Jack Ging, Stanley Clements-4790 (2-8-61)-Fair war programmer
130 SNOW WHITE AND THE THREE STOOGES-C-107m.-CS; DC-Carol Heiss, 3 Stooges-4825 (5-31-61)-Attractive entry for families and children in particular
107 STOPOVER TOKYO-MD-100m.-CS; DC-Robert Wagner, Joan Collins, Edmond O'Brien-4869 (9-27-61)-Fairly interesting meller-Reissue
050 TESS OF THE STORM COUNTRY-D-84m.-CS; DC-Diane Baker, Jack Ging-4790 (2-8-61)-Interesting version of classic
117 TRAPP FAMILY, THE-D-106m.-DC-Ruth Leuwerik, Hans Holt-4797 (3-8-61)-Family yarn good for the program-German made; dubbed in English
125 UPSTAIRS AND DOWNSTAIRS-C-100m.-DC-Mylene Demongeot, Michael Craig-4777 (12-21-60)-Cute comedy-English
133 VOYAGE TO THE BOTTOM OF THE SEA-MD-107m.-CS; DC-Walter Pidgeon, Joan Fontaine-4834 (6-28-61)-Modern day science fiction should do okay
042 WALK TALL-W-60m.-CS; DC-Willard Parker, Joyce Meadows-4762 (10-26-60)-Lower half filler
129 WILD IN THE COUNTRY-D-114m.-CS; DC-Elvis Presley, Hope Lange-4830 (6-14-61)-Well-made dramatic story has replay for draw
054 WIZARD OF BAGHDAD, THE-C-93m.-CS; DC-Dick Shawn, Diane Baker-4777 (12-21-60)-Amusing programmer

COMING FEATURES IN ORDER OF RELEASE

Oct. SEVEN WOMEN FROM HELL-CS-Patricia Owens, Cesar Romero
Nov. COMANCHEROS, THE-C; CS-John Wayne, Ina Balin, Stuart Whitman
Nov. PURPLE HILLS-C-Gene Nelson, Joanna Barnes
Dec. SECOND TIME AROUND, THE-CS; DC-Debbie Reynolds, Andy Griffith

COMING

ADVENTURES OF A YOUNG MAN-CS, DC-Richard Beymer, Paul Newman, Susan Strasberg, Eli Wallach
BACHELOR FLAT-C; CS-Celeste Holm, Tuesday Weld
CLEOPATRA-Todd-AO; C-Elizabeth Taylor, Richard Burton, Rex Harrison
DOUBLE TROUBLE-CS; DC-Tommy Noonan, Pete Marshall
INSPECTOR, THE-CS; DC-Stephen Boyd, Dolores Hart
IT HAPPENED IN ATHENS-CS; C-Jayne Mansfield, Nico Minardos
LION OF SPARTA-CS; C-Richard Egan, Diane Baker
LONGEST DAY, THE-CS; DC-William Holden, Richard Todd, Peter Lawford
LOVES OF SALAMMO, THE-DC-Jeanne Valerie, Jacques Sernas
MADISON AVENUE-CS-Dana Andrews, Eleanor Parker
QUEEN'S GUARD, THE-CS; DC-Raymond Massey, Robert Stevens-England
SATAN NEVER SLEEPS-CS; C-William Holden, France Nuyen, Clifton Webb
SILENT CALL, THE-Roger Mobley, Pete, The Dog
STATE FAIR-CS; DC-Pat Boone, Alice Faye, Bobby Darin
SWINGING ALONG-CS; DC-Tommy Noonan, Pete Marshall
20,000 EYES-Gene Nelson, Merry Anders, James Brown
TENDER IS THE NIGHT-CS; DC-Jennifer Jones, Jason Robards, Jr., Joan Fontaine
TWO LITTLE BEARS-CS-Brenda Lee, Eddie Albert

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6028 ALAMO, THE-D-161m.-Todd-AC; TC-John Wayne, Linda Cristal-4762 (10-26-60)-High rating, powerful historical drama -Batjac
6127 BOY WHO CAUGHT A CROOK-MD-72m.-Wanda Hendrix, Rober Mobley, Don Beddoe-4874 (10-11-61)-Lower half filler-Kent-Cahn
6119 BY LOVE POSSESSED-D-115m.-DC-Lana Turner, Efrom Zimbalist, Jr.-4830 (6-14-61)-High rating drama has marquee power-Mirisch
6121 CAT BURGLAR, THE-MD-64m.-Jack Hogan, June Kenney-4874 (10-11-61)-For the lower half-Harvard
6111 DOCTOR BLOOD'S COFFIN-D-92m.-C-Kiernon Moore, Hazel Court-4834 (6-28-61)-Horror drama for program-English -Caralan
6101 EXODUS-MD-213m.-Super Panavision 70; TC-Paul Newman, Eva Marie Saint-4778 (12-21-60)-High rating-Preminger
6134 EXPLOSIVE GENERATION, THE-D-89m.-William Shatner, Patty McCormack, Lee Kinsolving-4870 (9-27-61)-Better program entry with special appeal for teens and parents-Vega
6104 FACTS OF LIFE, THE-C-103m.-Bob Hope, Lucille Ball-4771 (11-23-60)-Bright, adult comedy has potent name power-H-L-P
6102 FIVE GUNS TO TOMSTONE-W-71m.-James Brown, Della Sherman-4790 (2-28-61)-Average western-Zenith
FLIGHT THAT DISAPPEARED, THE-D-72m.-Craig Hill, Paula Raymond-4870 (9-27-61)-Lower half filler-Harvard
6103 FRONTIER UPRISING-W-68m.-James Davis, Nancy Hadley-4790 (2-8-61)-Cowboys, Indians, Mexicans and the U.S. Cavalry ride again-Zenith
6109 GAMBLER WORE A GUN, THE-W-66m.-James Davis, Merry Anders-4810 (4-19-61)-Average western for action spots-Zenith
6125 GOODBYE AGAIN-D-120m.-Ingrid Bergman, Yves Montand, Anthony Perkins-4838 (7-12-61)-Romance has lots to offer-Argus
6113 GUN FIGHT-W-68m.-James Brown, Joan Staley-4834 (6-8-61)-Lower half filler-Zenith
6132 GREAT WAR, THE-D-118m.-Vittorio Gassman, Silvano Mangano-4867 (9-13-61)-Interesting entry will appeal primarily in art spots-Italian-made-Dubbed in English-Loport
6107 HOODLUM PRIEST, THE-D-101m.-Don Murray, Larry Gates-4794 (2-22-61)-High rating drama-Murray-Wood
6118 LAST TIME I SAW ARCHIE, THE-C-98m.-Robert Mitchum, Martha Hyer-4827 (5-31-61)-Humorous and entertaining tale of G. I.'s in training-Mark VII, Ltd.
MARY HAD A LITTLE-C-79m.-Agnes Laurent, Jack Watling-4841 (7-26-61)-Mediocre comedy for lower half-English
6108 MATTER OF MORALS, A-D-90J.-Maj-Britt Nilsson, Patrick O'Neal-4831 (6-14-61)-Interesting drama-Filmed in Sweden
6115 MINOTAUR, THE-MD-92m.-TC; Totalscope-Bob Mathias, Rosanna Schiaffino-4814 (5-3-61)-Another Italian spectacle for the program-Italian-made; English dialogue
6105 MISFITS, THE-D-124m.-Clark Gable, Marilyn Monroe-4790 (2-8-61)-Unusual, absorbing and adult entry-Seven Arts
6120 NAKED EDGE, THE-D-99m.-Gary Cooper, Deborah Kerr-4838 (7-12-61)-Has interest and angles-Pennebaker-Baroda-English
6106 OPERATION BOTTLENECK-MD-78m.-Ron Foster, Miiko Taka-4794 (2-22-61)-Lower half war meller-Zenith
6131 PARIS BLUES-D-98m.-Paul Newman, Joanne Woodward, Sidney Poitier-4874 (10-11-61)-Highly interesting Parisian jazz and love entry-Pennebaker-Diane
6029 POLICE DOG STORY, THE-MD-61m.-James Brown, Merry Anders-4791 (2-8-61)-Family-type meller for duallers-Zenith
6117 REVOLT OF THE SLAVES, THE-D-99m.-TotalScope; EC-Rhonda Fleming, Lang Jeffries-4831 (6-14-61)-Lots of action in another Italian-made spectacle-Italian-made; dubbed in English-Moffa
6133 SEASON OF PASSION-D-92m.-Ernest Borgnine, Anne Baxter, John Mills-4875 (10-11-61)-Interesting picturization of international play-Norman
6130 SECRET OF DEEP HARBOR-MD-70m.-Ron Foster, Merry Anders-4875 (10-11-61)-Satisfactory program meller-Harvard
6112 SNAKE WOMAN, THE-D-68m.-John McCarthy, Susan Travers-4819 (5-17-61)-Horror item for lower half-English made
6123 THREE ON A SPREE-C-83m.-Jack Watling, Carole Lesley-4866 (9-13-61)-Mediocre comedy-Caralan-English-made
6126 TEENAGE MILLIONAIRE-MUC-84m.-Jimmy Clanton, Rocky Graziano, Zasu Pitts-4849 (8-23-61)-Rock 'n' roll entry mainly for teenagers (Partly color)
6135 TOWN WITHOUT PITY-D-105m.-Kirk Douglas, Christine Kaufman-4875 (10-11-61)-Absorbing adult drama
WEST SIDE STORY-MUD-155m.-Panavision 70; TC-Natalie Wood, Richard Beymer-4870 (9-27-61)-Highly entertaining entry headed for top returns-Mirisch
6116 WHEN THE CLOCK STRIKES-D-72m.-James Brown, Merry Anders-4835 (6-28-61)-Lower half filler
6128 YOUNG DOCTORS, THE-D-100m.-Frederic March, Ben Gazzara, Ina Balin-4850 (8-23-61)-Interesting drama of hospital lives and loves-Drexel-Miller-Turman
6122 YOU HAVE TO RUN FAST-MD-71m.-Craig Hill, Elaine Edwards-4850 (8-23-61)-Lower half dualler-Harvard
6114 YOUNG SAVAGES, THE-D-100m.-Burt Lancaster, Dina Merrill, Shelly Winters-4814 (5-3-61)-Serious, fascinating probe of juvenile delinquency-Contemporary

COMING FEATURES IN ORDER OF RELEASE

Nov. DEAD TO THE WORLD-Rudy Talton, Jana Pearce
Nov. VIRGINS OF ROME, THE-Louis Jordan, Sylvia Simms
Nov. X15, THE-Charles Bronson, Brad Dexter
Dec. JUDGMENT AT NUREMBERG-(70mm)-Spencer Tracy, Burt Lancaster, Judy Garland, Montgomery Clift (Road-Show)
Dec. POCKETFUL OF MIRACLES-Glenn Ford, Bette Davis, Hope Lange-Capra
Dec. SOMETHING WILD-Carroll Baker, Ralph Meeker-Prometheus

COMING

BIRD MAN OF ALCATRAZ, THE-Burt Lancaster, Karl Malden, Thelma Ritter
CHILDREN'S HOUR, THE-Audrey Hepburn, Shirley MacLaine, James Garner-Mirisch
GIRL ON THE BOAT, THE-Norman Wisdom, Millicent Martin (Knightsbridge)
GERONIMO-TC-Chuck Connors
LAND WE LOVE, THE-C; Panavision-James Mason, Kate Manx, Neville Brand-Daystar
OLDEST CONFESSION, THE-Rex Harrison, Rita Hayworth
PHAEDRA-Melina Mercouri, Tony Perkins, Raf Vallone-Dassin
PIONEER, GO HOME-Elvis Presley, Arthur O'Connell, Joanna Moore-Mirisch
ROAD TO HONG KONG, THE-Bob Hope, Bing Crosby, Joan Collins, Dorothy Lamour
SERGEANTS 3-TC; Panavision-Frank Sinatra, Ruta Lee, Dean Martin-Essex
SPIDER'S WEB, THE-TC-Glynis Johns, John Justin-Danziger
ST. GEORGE AND THE 7 CURSES-Super-Percepto-Vision-Basil Rathbone-Gordon
VALIANT, THE-John Mills, Ettore Manni-B. H. P.
WAR HUNT-John Saxon

UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- BACK STREET**—D-107m.—(EC)—Susan Hayward, John Gavin, Vera Miles—4875 (10-11-61)—Plush femme's drama with popular Hunter touch
- 6120 **BLAST OF SILENCE**—MD-77m.—Allen Baron, Molly McCarthy—4810 (4-19-61)—Better program entry
- 6121 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee—4835 (6-28-61)—Highly enjoyable comedy
- 6115 **CURSE OF THE WEREWOLF, THE**—91m.—(EC)—Clifford Evans, Yvonne Romain—4820 (5-17-61)—Horror import should get attention—English
- 6103 **GRASS IS GREENER, THE**—C-105m.—(TC; Technirama)—Cary Grant, Deborah Kerr—4775 (12-7-60)—Sophisticated, adult comedy headed for big business
- 5104 **GREAT IMPOSTOR, THE**—CD-112m.—Tony Curtis, Joan Blackman—4771 (11-23-60)—Highly entertaining entry
- 6117 **LAST SUNSET, THE**—D-112m.—(EC)—Rock Hudson, Kirk Douglas, Dorothy Malone—4827 (5-31-61)—Western has angles to put it across in fine fashion
- 6108 **LAWLESS BREED, THE**—W-83m.—(TC)—Rock Hudson, Julia Adams—4870 (9-27-61)—Better than average western—Reissue
- 6101 **MIDNIGHT LACE**—D-108m.—(EC)—Doris Day, Rex Harrison—4763 (10-26-60)—Lush, name-filled suspense drama looks like box-office winner
- 5626 **MIDNIGHT STORY, THE**—MD-89m.—(CS; TC)—Tony Curtis, Marisa Pavan—4870 (9-27-61)—Interesting, well-made cop melodrama—Reissue
- 6114 **OLE REX**—D-40m.—(EC)—Rex, Billy Hughes—4802 (3-22-61)—Good featurette programmer
- 6113 **PHARAOH'S WOMAN, THE**—D-88m.—(EC; TechniScope)—John Drew Barrymore, Linda Cristal—4815 (5-3-61)—Fair programmer—Italian-made; dubbed in English
- 6112 **POSSE FROM HELL**—W-89m.—(EC)—Audie Murphy, Zohra Lampert—4802 (3-22-61)—Good western
- 6102 **PRIVATE LIVES OF ADAM AND EVE, THE**—C-87m.—(Part color)—Mickey Rooney, Mamie Van Doren—4831 (6-14-61)—Tasteless comedy strictly for exploitation spots
- 5622 **RAWHIDE YEARS, THE**—OMD-85m.—(TC)—Tony Curtis, Coleen Miller—4871 (9-27-61)—Action entry entertains—Reissue
- 6106 **ROMANOFF AND JULIET**—C-112m.—(TC)—Peter Ustinov, Sandra Dee—4820 (5-17-61)—Humorous comedy is well made—Filmed abroad
- 5109 **SERGEANT WAS A LADY, THE**—C-72m.—Martin West, Venetia Stevenson—4866 (9-13-61)—Fair comedy for the program
- SECRET WAYS, THE**—D-112m.—Richard Widmark, Sonja Ziemann—4802 (3-22-61)—Taut espionage thriller should please—Made in Europe
- 6116 **SHADOW OF THE CAT, THE**—MD-79m.—Andre Morell, Barbara Shelley—4820 (5-17-61)—Good horror item—English
- 6105 **SHAKEDOWN, THE**—MD-91m.—Terence Morgan, Hazel Court—4847 (8-9-61)—Lower half meller—English
- 6119 **TAMMY TELL ME TRUE**—CD-97m.—(EC)—Sandra Dee, John Gavin—4835 (6-28-61)—Warm yarn has appeal for youngsters and family trade
- 6107 **TO HELL AND BACK**—BIOD-106m.—(CS; TC)—Audie Murphy, Marshall Thompson—4871 (9-27-61)—Well-made war film should have wide appeal—Reissue
- 6110 **TOMBOY AND THE CHAMP**—D-92m.—(EC)—Candy Moore, Ben Johnson—4791 (2-8-61)—Good family programmer
- 6118 **TROUBLE IN THE SKY**—D-76m.—Michael Craig, Elizabeth Seal—4835 (6-28-61)—Okay programmer—English
- 6111 **WINGS OF CHANCE**—MD-76m.—(EC)—Jim Brown, Frances Rafferty—4798 (3-8-61)—Okay programmer

COMING FEATURES IN ORDER OF RELEASE

Dec. **FLOWER DRUM SONG**—(C; Panavision)—Nancy Kwan, James Shigeta

COMING

- CAPE FEAR**—Gregory Peck, Polly Bergen
- FREUD**—Montgomery Clift, Susannah York
- LAST HERO**—(Panavision)—Kirk Douglas, Gena Rowlands
- LOVER COME BACK**—(C)—Rock Hudson, Doris Day, Tony Randall
- OUTSIDER, THE**—Tony Curtis, Miriam Colon
- SIX BLACK HORSES**—(C)—Audie Murphy, Joan O'Brien
- SPIRAL ROAD, THE**—(C; Panavision)—Rock Hudson, Burl Ives, Gena Rowlands
- TOUCH OF MINK**—(C; Panavision)—Cary Grant, Doris Day
- UGLY AMERICAN**—(C)—Marlon Brando, Eiji Okada, Sandra Church

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

- 014 **BIMBO THE GREAT**—MD-93m.—(EC; CircusScope)—Charles Holm, Maryanne Shields—4815 (5-3-61)—Circus film has angles—German-made; dubbed in English
- 155 **CLADELLE INGLISH**—D-99m.—Diane McBain, Arthur Kennedy—4866 (9-13-61)—Moderately interesting drama of backwoods bad girl
- 013 **FABULOUS WORLD OF JULES VERNE, THE**—SFD-84m.—(Mystimation)—Louis Locke, Ernest Revere, Jane Zale—4815 (5-3-61)—Interesting science fiction entry—Filmed abroad
- 016 **FANNY**—D-133m.—(TC)—Leslie Caron, Maurice Chevalier, Charles Boyer—4835 (6-28-61)—Excellent
- 008 **FEVER IN THE BLOOD, A**—D-117m.—Efrem Zimbalist, Jr., Angie Dickinson—4787 (1-26-61)—Interesting dramatic fare on world of politics
- 009 **GOLD OF THE SEVEN SAINTS**—MD-88m.—(WarnerScope)—Clint Walker, Leticia Roman—4791 (2-8-61)—Good outdoor action entry
- 006 **MIRACLE OF OUR LADY OF FATIMA, THE**—D-102m.—Gilbert Roland, Angela Clark—4871 (9-21-61)—Well-made religious film—Reissue
- 015 **PARRISH**—D-140m.—(TC)—Troy Donahue, Claudette Colbert—4798 (3-8-61)—Interesting drama, particularly for the gals
- 011 **PORTRAIT OF A MOBSTER**—MD-108m.—Vic Morrow, Leslie Parrish—4803 (3-22-61)—Good gangster yarn for action spots
- 003 **SINS OF RACHEL CADE, THE**—D-123m.—(TC)—Angie Dickinson, Peter Finch—4798 (3-8-61)—Highly interesting drama with "Congo" background
- 154 **SPLendor IN THE GRASS**—D-124m.—(TC)—Natalie Wood, Warren Beatty—4866 (9-13-61)—High rating drama on provocative theme
- 012 **STEEL CLAW, THE**—MD-96m.—(TC)—George Montgomery, Charita Luna—4820 (5-17-61)—Good programmer
- 007 **SUNDOWNERS, THE**—D-133m.—(TC)—Deborah Kerr, Robert Mitchum—4766 (11-9-60)—Highly interesting drama
- 157 **SUSAN SLADE**—D-116m.—(TC)—Troy Donahue, Connie Stevens—4876 (10-11-61)—Well-made drama has angles
- 010 **WHITE WARRIOR, THE**—MD-86m.—(TC; Dyaliscope)—Steve Reeves, Georgia Moll—4791 (2-8-61)—Okay action spectacle for the program—Italian-made; dubbed in English
- 151 **WORLD BY NIGHT**—NOV.-103m.—(TC; TR)—Vaudeville—4850 (8-23-61)—Good variety show for the program

COMING

- Nov. **MASK, THE**—(Depth-Dimension)—Paul Stevens, Claudette Nevins
- Dec. **LAD: A DOG**—(TC)—Peggy McCay, Peter Breck
- Dec. **ROMAN SPRING OF MRS. STONE, THE**—(C)—Vivien Leigh, Warren Beatty

COMING FEATURES IN ORDER OF RELEASE

- CHAPMAN REPORT, THE**—(TC)—Shelley Winters, Efrem Zimbalist, Jr.
- COUCH, THE**—Grant Williams, Shirley Knight
- HOUSE OF WOMEN**—Shirley Knight, Andrew Duggan
- LOVERS MUST LEARN**—(TC)—Troy Donahue, Suzanne Pleshette
- MAJORITY OF ONE, A**—(TC)—Rosalind Russell, Alec Guinness
- MERRILL'S MARAUDERS**—(TC)—Jeff Chandler, Ty Hardin
- MUSIC MAN, THE**—(TC)—Robert Preston, Shirley Jones
- SAMAR**—(TC)—George Montgomery, Ziva Rodann
- SINGER NOT THE SONG**—(CS; C)—Dirk Bogarde, John Mills, Mylene Demongeot—England

MISCELLANEOUS

DISTRIBUTED DURING THE PAST 12 MONTHS

- ABSENT MINDED PROFESSOR, THE**—C-97m.—Fred MacMurray, Nancy Olson—4794 (2-22-61)—Very funny entry for everyone—Buena Vista
- AFTER MEIN KAMPF**—DOC-74m.—Written and directed by Ralph Porter—4847 (8-9-61)—Semi-documentary on Hitler and associates has angles and interest—Brenner
- ATLAS**—MD-84m.—(EC; Vistascope)—Michael Forrest, Barboura Morris—4820 (5-17-61)—Spectacle programmer for action spots—Filmgroup
- BUFFALO GUN**—W-72m.—Marty Robbins, Mary Ellen Kay—4841 (7-26-61)—Mediocre western entry—Globe
- CAREER GIRLS ON A NAKED HOLIDAY**—NOV.-65m.—Zelda Supplee—4798 (3-8-61)—Another nudist colony exposition—Brenner
- CODE OF SILENCE**—MD-75m.—Terry Becker, Elisa Loti—4775 (12-7-60)—Lower half meller—Sterling World Dist.
- COLD WIND IN AUGUST, A**—D-80m.—Lola Albright, Scott Marlowe—4782 (1-11-61)—Sizzler for adults only—Aidart
- CROWNING EXPERIENCE, THE**—D-102m.—(TC)—Muriel Smith, Louis Byles—4775 (12-7-60)—Has angles and appeal—Moral Re-Arment
- DEAD ONE, THE**—MD-70m.—(Ultrascope; EC)—Linda Ormond, John Mackay—4795 (2-22-61)—Mild horror entry for duallers—Mardi Gras
- DEADLY COMPANIONS, THE**—D-90m.—(Panavision; C)—Maureen O'Hara, Brian Keith, Steve Cochran—4831 (6-14-61)—Engrossing western hits the mark—Pathe-America

- One-Eyed Jacks A3 Par.
 One Hundred And One Dalmatians A1 Misc.
 One Plus One A3 Misc.
 Operation Bottleneck A2 UA
 Operation Camel A1 A-I
 Operation Eichmann A3 AA
 Ostrich Has Two Eggs, The For.
 Outsider, The U-I

P

- Parent Trap, The A1 Misc.
 Paris Blues B UA
 Parrish B WB
 Passport To China A1 Col.
 Pepe A1 Col.
 Phaedra UA
 Pharaoh's Woman B U-I
 Picnic—RE B Col.
 Picnic On The Grass For.
 Pioneer, Go Home UA
 Pirates Of Tortuga A1 Fox
 Pit And The Pendulum, The A2 A-I
 Play It Cooler Col.
 Pleasure Of His Company, The A2 Par.
 Plunderers, The A3 AA
 Pocketful Of Miracles UA
 Police Dog Story A1 UA
 Portrait Of A Mobster B WB
 Portrait Of A Sinner B A-I
 Posse From Hell A2 U-I
 Primitive Paradise Misc.
 Private Lives Of Adam And Eve, The B U-I
 Purple Hills A1 Fox

Q

- Queen's Guard, The Fox
 Queen Of The Pirates A1 Col.
 Question 7 For.

R

- Racers, The—RE B Fox
 Rains In The Sun, A A2 Col.
 Rawhide Years, The—RE A2 U-I
 Return To Peyton Place A3 Fox
 Revolt Of The Slaves B UA
 Right Approach, The B Fox
 Ring Of Fire A3 MGM
 Risk, The For.
 Road To Hong Kong, The UA
 Rocco And His Brothers A3 For.
 Rocket Attack, U. S. A. A3 Misc.
 Roman Spring Of Mrs. Stone, The A3 WB
 Romanoff And Juliet A1 U-I
 Rue De Paris A3 For.

S

- St. George And The 7 Curses UA
 Sail A Crooked Ship Col.
 Samar WB
 Sanctuary B Fox
 Sand Castle, The A1 Misc.
 Satan Never Sleeps Fox
 Saturday Night And Sunday Morning C For.
 Scream Of Fear A2 Col.
 Season Of Passion A3 UA
 Second Time Around, The Fox
 Secret Of Monte Cristo, The A1 MGM
 Secret Of The Purple Reef A2 Fox
 Secrets Of Women For.
 Secret Of Deep Harbor, The A2 UA
 Secret Partner, The A2 MGM
 Secret Ways, The A2 U-I
 Serengeti Shall Not Die A1 AA
 Sergeant Was A Lady, The A1 U-I
 Sergeants 3 UA
 Seven Women From Hell Fox
 Sex Kittens Go To College B AA
 Shadow Of The Cat A2 U-I
 Shadows Misc.
 Shakedown, The B U-I
 Shangri-La Misc.
 Silent Call, The A1 Fox
 Sin And Desire For.
 Sin Of Rachel Cade, The A3 WB
 Singer Not The Song, The WB
 Six Black Horses U-I
 Snake Woman A1 UA
 Sniper's Ridge A2 Fox
 Snow White And The 3 Stooges A1 Fox
 Solid Gold Cadillac, The—RE A2 Col.
 Something Wild UA
 Spessart Inn, The For.
 Spiral Road, The U-I
 Splendor In The Grass B WB
 Spider's Web, The UA
 Squad Car B Fox
 State Fair Fox
 Steel Claw, The A2 WB
 Stop Me Before I Kill A3 Col.
 Stopover Tokyo—RE A1 Fox
 Summer And Smoke A3 Par.
 Sundowners, The A2 WB
 Sun Lovers Holiday Misc.

•Susan Slade..... A3 WB
 •Sweet Bird Of Youth..... MGM
 •Swinging Along..... Fox
 •Swiss Family Robinson..... A1 Misc.
 •Sword Of Sherwood Forest..... A1 Col.
 •Swordsman Of Siena..... MGM

T

Tammy Tells Me True..... A1 U-I
 •Tartars, The..... MGM
 •Teacher And The Miracle, The... A1 For.
 •Teen-Age Millionaire, The..... A1 UA
 •Tender Is The Night..... Fox
 •Terror Of The Tongues..... B Col.
 •Tess Of The Storm Country..... A2 Fox
 •That Uncertain Feeling..... Col.
 •They Were Ten..... For.
 •Thief Of Baghdad, The..... A1 MGM
 •13 West Street..... Col.
 •Three Blondes In His Life..... Misc.
 •Three On A Spree..... A3 UA
 •3 Stooges Meet Hercules, The... Col.
 •Three Worlds Of Gulliver..... A1 Col.
 •Thunder Of Drums, A..... A3 MGM
 •Time Bomb..... A2 AA
 •Tomboy And The Champ..... A1 U-I
 •To Hell And Back..... A2 U-I
 •Too Hot To Handle..... AA
 •Too Late Blues..... Par.
 •Tormented, The..... A2 AA
 •Touch Of Mink..... U-I
 •Town Without Pity..... A3 UA
 •Trapp Family, The..... A1 Fox
 •Trouble In The Sky..... A1 U-I
 •Trunk, The..... A2 Col.
 •Truth, The..... C For.
 •Tunes Of Glory..... A3 For.
 •Twenty Plus Two..... A2 AA
 •20,000 Eyes..... B Fox
 •Twinkle And Shine (It Happened To Jane)—RE..... A1 Col.
 •Two Little Bears..... Fox
 •Two Loves..... B MGM
 •Two Rode Together..... A2 Col.
 •Two Way Stretch..... A2 For.
 •Two Weeks In Another Town... MGM
 •Two Women..... A3 For.

U

•Ugly American, The..... U-I
 •Underwater City, The..... Col.
 •Underworld, U. S. A..... B Col.
 •Unfaithfuls, The..... A3 AA
 •Upstairs And Downstairs..... A3 Fox

V

•Valiant, The..... UA
 •Valley Of The Dragons..... A1 Col.
 •Very Private Affair, A..... MGM
 •Village Of The Damned, The.... A2 MGM
 •Violent Summer, The..... For.
 •Virgin Spring, The..... A3 For.
 •Virgins Of Rome, The..... UA
 •Voyage To The Bottom Of The Sea..... A1 Fox

W

•Wackiest Ship In The Army, The. A1 Col.
 •Walk Tall..... A1 Fox
 •War Hunt..... UA
 •Warrior Empress, The..... B Col.
 •Watch It, Sailor..... Col.
 •Watch Your Stern..... A1 For.
 •West Side Story..... A3 UA
 •Weekend With Lulu..... A2 Col.
 •When The Clock Strikes..... A1 UA
 •Where The Boys Are..... B MGM
 •White Christmas—RE..... A1 Par.
 •White Warrior, The..... A2 WB
 •Who's Got The Action..... Par.
 •Wild In The Country..... B Fox
 •Wings Of Chance..... A1 U-I
 •Wizard Of Baghdad, The..... A1 Fox
 •Wonderful World Of The Brothers Grimm, The..... MGM
 •Wonders Of Aladdin, The..... MGM
 •World By Night..... B WB
 •World Of Suzie Wong, The..... B Par.

X

•X15, The..... UA

Y

You Have To Run Fast..... A1 UA
 •Young Doctors, The..... A2 UA
 •Young Love..... For.
 •Young One, The..... A3 Misc.
 •Young Savages, The..... A2 UA

•ESCAPE FROM TERROR—MD-70m.—(EC)—Jackie Coogan, Mona Knox—4822 (5-17-61)—Strictly for the duallers—Made In Denmark—Budd Rogers
 •GIRL IN ROOM 13—MD-79m.—(EC)—Brian Donlevy, Andrea Bayard—4803 (3-22-61)—Okay meller for duallers—Made in Brazil—Astor
 •GREYFRIARS BOBBY—D-91m.—(TC)—Alex Mackenzie, Laurence Nalmsmith—4850 (8-23-61)—Interesting tale of a dog—Filmed in Scotland—Buena Vista
 •HIDEOUS SUN DEMON, THE—MD-74m.—Robert Clarke, Patricia Manning—4798 (3-8-61)—Science fiction horror for lower half—Pacific Int.
 •HORSE WITH THE FLYING TAIL, THE—DOC-48m.—(TC)—Nautical—4806 (4-5-61)—Okay novelty featurette, especially for horse lovers—Buena Vista
 •LAST WOMAN ON EARTH, THE—MD-71m.—(VistaScope; EC)—Anthony Carbone, Betsy Jones-Moreland—4795 (2-22-61)—mediocre science fiction for duallers—Filmgroup
 •LITTLE SHOP OF HORRORS, THE—MD-70m.—Jonathan Haze, Jackie Joseph—4795 (2-22-61)—Exploitable, but overdone horror satire—Filmgroup
 •MA BARKER'S KILLER BROOD—MD-81m.—Lurene Tuttle—4772 (11-23-60)—Exploitable gangster meller—Filmservice Dist.
 •MONSTER OF PIEDRAS BLANCAS, THE—MD-72m.—John Harmon, Jeanné Carmen—4782 (1-11-61)—Horror programmer—Filmservice Dist. Corp.
 •MORALS SQUAD—MD-60m.—Bob O'Connell, Beverly Bennett—4775 (12-7-60)—Exploitable vice meller—Brenner
 •NATCHEZ TRACE—MD-80m.—Zachary Scott, Marcia Henderson—4764 (10-26-60)—Okay historical action meller—Panorama
 •NIKKI, WILD DOG OF THE NORTH—MD-74m.—(TC)—Jean Coutu, Nikki, the dog—4831 (6-14-61)—Good action yarn for the program—Buena Vista
 •NOT TONITE, HENRY—C-65m.—(C)—Hank Henry—Fast buck peep show—4871 (9-27-61)—Essanbe
 •OKEFENOKEE—MD-76m.—Peter Coe, Peggy Maley—4782 (1-11-61)—Novel locale helps program meller—Filmservice Dist. Corp.
 •ONE HUNDRED AND ONE DALMATIANS—CAR-80m.—(TC)—Highly entertaining Disney cartoon feature—4787 (1-25-61)—Buena Vista
 •ONE PLUS ONE: EXPLORING THE KINSEY REPORTS—D-115m.—Leo G. Carroll, Hilda Brawner, William Hollister—48672 (9-13-61)—Drama has angles—Selected
 •PARENT TRAP, THE—C-124m.—(TC)—Hayley Mills, Maureen O'Hara, Brian Keith—4822 (5-17-61)—Highly enjoyable fun for all—Buena Vista
 •PRIMITIVE PARADISE—DOC-66m.—(C)—Produced and directed by Lewis Cotlow—4842 (7-26-61)—Colorful documentary—New Guinea for the program—Excelsior
 •ROCKET ATTACK U. S. A.—MD-68m.—Monica Davis, John McKay—4795 (2-22-61)—Lower half filler—Exploit Films
 •SAND CASTLE, THE—D-70m.—(Partly color)—Barry Cardwell, Laurie Cardwell—4867 (9-13-61)—Pleasant entry for program and art spots—deRochemont
 •SHADOWS—D-87m.—Lelia Goldoni, Ben Carruthers—4806 (4-5-61)—Off-beat entry for art, specialty houses—Lion International
 •SHANGRI-LA—NOV-62m.—(C)—Ordinary nudist stuff for exploitation spots—4847 (8-9-61)—Brenner
 •SUN LOVERS HOLIDAY—65m.—(CS; EC)—Siomara and Mario Benvenuti—4776 (12-7-60)—Another nudist colony novelty—Made in Brazil—English commentary—Astor
 •SWISS FAMILY ROBINSON—D-126m.—(TC; Panavision)—John Mills, Dorothy McGuire—4768 (11-9-60)—High rating adventure for family trade—Buena Vista
 •THREE BLONDES IN HIS LIFE—MD-84m.—Jack Mahoney, Greta Thyssen—4803 (3-22-61)—Strictly for the duallers—Cinema Associates
 •YOUNG ONE, THE—D-96m.—Zachary Scott, Bernie Hamilton, Key Meersman—4792 (2-8-61)—Interesting drama on sex and the south for adult audiences—Valiant

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ENGLISH

•ANGRY SILENCE, THE—D-95m.—Richard Attenborough, Pier Angeli—4782 (1-11-61)—Well-made import on union activity—Valiant
 •ANATOMIST, THE—D-73m.—Alastair Sim, George Cole—4876 (10-11-61)—Fair entry for art spots—Richard Gordon Associates
 •DOUBLE BUNK—C-92m.—Ian Carmichael, Janette Scott—4851 (8-23-61)—Extremely funny situation comedy—Show Corp. of America
 •FAST SET, THE—C-84m.—Agnes Laurent, Philippe Nicaud—4810 (4-19-61)—Strictly for the exploitation spots in censor-free areas—Dubbed in English—Audubon
 •FOLLOW A STAR—C-98m.—Norman Wisdom, June Laverick—4822 (5-17-61)—Slapstick comedy has its moments—Zenith-Int.
 •FRENCH MISTRESS, A—C-98m.—Cecil Parker, Agnes Laurent—4782 (1-11-61)—Amusing import—Films Around The World
 •LEAGUE OF GENTLEMEN—D-114m.—Jack Hawkins, Nigel Patrick—4799 (3-8-61)—Highly entertaining entry—Kingsley Int.
 •LEFT, RIGHT AND CENTER—C-95m.—Alastair Sim, Ian Carmichael, Patricia Bredin—4767 (11-9-60)—Good English satirical comedy for art, specialty spots—BCG
 •LONG, AND THE SHORT, AND THE TALL, THE—D-102m.—Richard Todd, Laurence Harvey, Richard Harris—4851 (8-23-61)—Okay English-Jap war meller—Continental
 •MAKE MINE MINK—C-99m.—Terry Thomas, Athene Seyler—4783 (1-11-61)—Mirth-making import—Continental
 •MAN IN THE MOON—C-98m.—Kenneth More, Shirley Ann Field—4839 (7-12-61)—Cute English comedy—Trans-Lux
 •SATURDAY NIGHT AND SUNDAY MORNING—D-90m.—Albert Finney, Rachel Roberts—4807 (4-5-61)—Highly interesting import—Continental
 •TUNES OF GLORY—106m.—(TC)—Alec Guinness, John Mills, Susannah York—4783 (1-11-61)—High rating drama for discriminating audiences—Lopert
 •TWO WAY STRETCH—C-87m.—Peter Sellers, Irene Handl—4796 (2-22-61)—Cute, amusing comedy—Show Corporation of America
 •WATCH YOUR STERN—C-88m.—Kenneth Connor, Joan Sims—4807 (4-5-61)—Cute comedy import—Magna Pictures

FILIPINO

•CRY FREEDOM—MD-93m.—Pancho Magalone, Rosa Rosal—4815 (5-3-61)—Okay for program dualler, or specialized situations—Parallel

FINNISH

•YOUNG LOVE—D-81m.—Peter Weckstrom, Tea Ista—4784 (1-11-61)—Interesting import for art spots—Dubbed in English—Film Representations

FRENCH

•BELLES AND BALLET—Ballet-92m.—(EC)—Ballet De L'Etoile of Paris—4778 (12-21-60)—Ballet entry for art spots—Excelsior—Breathless—D-89-m.—Jean Seberg, Jean-Paul Belmono—4795 (2-22-61)—"New Wave" import is for adults in art spots—English titles—Films Around The World
 •CHEATERS, THE—D-117m.—Pascale Petit, Andrea Parisy, Jacques Charrier—4842 (7-26-61)—Interesting tale of French teenagers—English titles—Continental
 •COME DANCE WITH ME—MD-91m.—(EC)—Brigitte Bardot, Henri Vidal—4772 (11-23-60)—Cute BB entry for adults, art and specialty spots—English Titles—Kingsley-Int.
 •COW AND I, THE—C-98m.—Fernandel, Rene Havard—4839 (7-12-61)—Good humorous import—English titles—Zenith-Int.
 •DEVIL'S COMMANDMENT, THE—MD-73m.—Gianna Maria Canale, Carlo D'Angelo—4778 (12-21-60)—Horror meller passes time—Dubbed in English—RCIP
 •DOG, A MOUSE AND A SPUTNICK, A—C-85m.—Noel Noel, Denise Grey—4766 (11-9-60)—Fairly amusing comedy—Dubbed in English—Films Around The World
 •FRANTIC—D-90m.—Jeanne Moreau, Maurice Ronet—4839 (7-12-61)—Interesting psychological import—English titles—Times
 •GOOD GIRLS BEWARE—MD-76m.—Antonella Lualdi, Robert Hossein—4767 (11-9-60)—Sexy French gangster meller—Dubbed in English—Fanfare
 •JOKER, THE—C-86m.—Anouk Aimee, Jean-Pierre Cassel—4847 (8-9-61)—Fairly amusing bedroom farce for art spots—English titles—Lopert
 •LEDA—D-101m.—(EC)—Madeline Robinson, Antonella Lualdi, Jacques Dacquine—4851 (8-23-61)—Fair import—English titles—Times
 •LOVE AND THE FRENCHWOMAN—COMP.-139m.—Martine Lambert, Annie Sinigalia, Martine Carol—4803 (3-22-61)—Enter-taining import for art spots—Titles and narration—Kingsley-Int.
 •LOVE GAME, THE—D-88m.—Jean Pierre Cassel, Genevieve Cluny—4767 (11-9-60)—Okay entry for art spots—English titles—Films Around The World
 •MARIE OCTOBRE—D-98m.—Danielle Darrieux, Bernard Blier—4763 (10-26-60)—Compelling import for art spots—English titles—Lopert
 •MODIGLIANI OF MONTPARNASSE—D-110m.—Gerard Philipe, Lilli Palmer—4806 (4-5-61)—Okay art house entry—English titles—Continental
 •OSTRICH HAS TWO EGGS, THE—C-89m.—Pierre Fresnay, Simone Renant—4767 (11-9-60)—Cute comedy for adults at art specialty spots—English titles—Janus
 •PICNIC ON THE GRASS—C-91m.—(EC)—Paul Meurise, Catherine Rouvel—4783 (1-11-61)—Amusing import for art spots—Titles—Kingsley-Union
 •RUE DE PARIS—D-90m.—Jean Gabin, Marie-Jose Nat—4792 (2-8-61)—Good entry for art, specialty spots—English titles—Lopert
 •SIN AND DESIRE—D-77m.—Francoise Arnoul, Andre LeGall—4763 (10-26-60)—Import not of art house calibre—Dubbed in English—Atlantis
 •TRUTH, THE—D-127m.—Brigitte Bardot, Marie-Jose Nat, Sami Frey—4842 (7-26-61)—Lengthy Bardot import—English titles or dialogue—Kingsley-Int.

GERMAN

•CONFESS, DR. CORDA—D-101m.—Hardy Kruger, Elizabeth Mueller—4766 (11-9-60)—Well-made, suspenseful import—English titles—President
 •HIPPODROME—MD-96m.—(C)—Gerhard Riedmann, Margit Nunke—4803 (3-22-61)—Good circus meller—Dubbed in English—Continental
 •QUESTION 7—D-107m.—Michael Gwynn, Margarete Jahnen, Christian de Bresson—4876 (10-11-61)—Highly interesting entry—Spoken in English—de Rochemont

RUSSIAN-ENGLISH

FATE OF A MAN—D-101m.—Sergei Bondarchuk—4851 (8-23-61)—Well-made war film for art houses—Russian-made; English titles; Lopert
IT HAPPENED IN BROAD DAYLIGHT—D-97m.—Henix Ruhmann, Gert Frobe—4767 (11-9-60)—Absorbing crime yarn—Dubbed in English—Continental
SPESSART INN, THE—C-99m.—(C)—Liselotte Pulver, Carlos Thompson—4807 (4-5-61)—Entertaining import—Titles—Casino
MAGDALENA—MD-82m.—Sabina Sesselman—4776 (12-7-60)—Fair, sex-ridden case history of a girl gone wrong—Dubbed in English—Buhawk

GREEK

NEVER ON SUNDAY—C-91m.—Melina Mercouri, Jules Dassin—4763 (10-26-60)—Delightful comedy is art house winner and could surprise elsewhere—English dialogue—Lopert

IRELAND

HOME IS THE HERO—D-83m.—Arthur Kennedy, Eileen Crowe—4799 (3-8-61)—Interesting Irish drama—Show Corporation

ISRAELI

THEY WERE TEN—D-105m.—Ninette, Oded Teomi—4810 (4-19-61)—Interesting Israeli import—English titles—Schwartz-Sachson

ITALIAN

ADVENTURE, THE—D-145m.—Monica Vitti, Gabriele Ferzetti—4806 (4-5-61)—Interesting import for art spots—English titles—Janus
ANNA'S SIN—D-86m.—Ann Vita, Ben E. Johnson—4806 (4-5-61)—Fair tale of miscegenation and mystery—Dubbed in English—Atlantis
BIG DEAL ON MADONNA STREET, THE—C-91m.—Vittorio Gassman, Rossana Rory, Toto—4778 (12-21-60)—Highly entertaining comedy import—English titles—UMPO
GENERAL DELLA ROVERE—D-139m.—Vittorio de Sica, Hannas Messemer—4783 (1-11-61)—Well-made import of war-time intrigue—Titles—Continental
HEAVEN ON EARTH—D-84m.—(EC)—Barbara Florian, Charles Fawcett—4763 (10-26-60)—Interesting tour of Rome with romantic dressing—Dubbed in English—JB Film Dist.
GIRL WITH A SUITCASE—D-101m.—Claudia Cardinale, Corrado Pani—4871 (9-27-61)—Good import—English titles—Ellis
LA DOLCE VITA—D-175m.—Marcello Mastroianni, Anouk Aimee, Anita Ekberg—4815 (5-3-61)—Unpleasant but fascinating film depicting dissolute life of modern Roman upper crust—English titles—Astor
MAN WHO WAGGED HIS TAIL, THE—C-91m.—Peter Ustinov, Pablito Calvo—4871 (9-27-61)—Cute entry for art spots—English titles—Continental
MIGHTY CRUSADERS, THE—SPEC-87m.—(SC; C)—Francisco Rabal, Sylva Koscina—4799 (3-8-61)—Yet another Italian-made spectacle—Dubbed in English—Falcon
NEAPOLITAN CAROUSEL—MU-116m.—(PatheColor)—Paolo Stoppa, Clelia Matania—4842 (7-26-61)—Colorful, entertaining musical for art, specialty spots—English titles—Lux
ROCCO AND HIS BROTHERS—D-175m.—Alain Delon, Katina Paxinou, Claudia Cardinale—4839 (7-12-61)—Adult art house audiences will best appreciate fine import—English titles—Astor
TEACHER AND THE MIRACLE, THE—88m.—Aldo Fabrizi, Eduardo Nevola—4807 (4-5-61)—Heart-touching import—Dubbed in English—President
TWO WOMEN—D-105m.—Sophia Loren, Jean Paul Belmondo—4822 (5-17-61)—Interesting import for art, specialty spots—English titles—Embassy
VIOLENT SUMMER—D-97m.—Eleanora Rossi-Drago, Jean Louis Trintignant—4822 (5-17-61)—Interesting import—English titles—Films Around The World

MEXICAN

LITTLE ANGEL—D-90m.—(EC)—Maria Gracia—4783 (1-11-61)—Good entry for children, family and program—Dubbed in English—K. Gordon Murray

SWEDISH

SECRETS OF WOMEN—CD-114m.—Anita Bjork, Maj-Britt Nilsson, Eva Dahlbeck—4847 (8-9-61)—Entertaining and sexy Ingmar Bergman import—English titles—Janus
VIRGIN SPRING, THE—D-88m.—Max von Sydow, Brigitta Valberg—4776 (12-7-60)—Well-made, interesting but unpleasant import—English titles—Janus

U.S.S.R.

BALLAD OF A SOLDIER—MD-92m.—Vladimer Ivashev, Zhanna Prokhorenko—4795 (2-22-61)—Excellent in any language—English titles—Union

YUGOSLAVIAN

NINTH CIRCLE, THE—D-90m.—Dusica Zegarac—4867 (9-13-61)—Well made drama for art house trade—English titles—Inter-progress Trading Co.

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**FEATURE FILMS
PRODUCTION NUMBERS and
NATIONAL RELEASE DATES
1960-'61 and 1961-'62
SEASONS**

(This is a listing of all production numbers and release dates, as made available by the companies on 1960-61 and 1961-62, product, accurate to time of publication—Ed.)

Allied Artists

6101	Look In Any Window	Jan.
6008	The Plunderers	Nov.
6102	Dondi	Mar.
6103	Operation Eichmann	Mar.
6104	Time Bomb	April
6105	Angel Baby	May
6106	David And Goliath	June
6107	King Of The Roaring 20's	June
6108	Brainwashed	July
6109	Armored Command	July
6110	Twenty Plus Two	Aug.
	Too Hot To Handle	Oct.
	George Raft Story	Dec.
6014	Heroes Die Young	Nov.
6015	The Unfaithfuls	Nov.
6016	Herod The Great	Dec.

American-International

601	The Hand	Mar.
602	Black Sunday	Feb.
603	Konga	Mar.
604	House Of Fright	May
605	Operation Camel	May
606	Beware Of Children	April
607	Master Of The World	June
608	Alakazam The Great	July
609	Pit And The Pendulum	Aug.
610	Guns Of The Black Witch	Nov.
611	Lost Battalion	Sept.
	Journey To The Seventh Planet	Dec.

Columbia

514	Surprise Package	Nov.
515	I'm All Right, Jack	Oct.
516	Hell Is A City	Nov.
517	The 3 Worlds Of Gulliver	Dec.
518	Please Turn Over	Dec.
519	Jazz Boat	Dec.
520	Pepe	Mar.
521	The Wackiest Ship In The Army	Jan.
522	Sword Of Sherwood Forest	Jan.
523	Hand In Hand	Feb.
524	The Warrior Empress	May
525	Underworld U. S. A.	Mar.
527	Passport To China	Feb.
528	Carthage In Flames	Dec.
529	Cry For Happiness	Mar.
530	The Terror Of The Tonga	Mar.
531	Born Yesterday—RE	Mar.
532	The Solid Gold Cadillac—RE	Mar.
533	A Raisin In The Sun	April
534	Mad Dog Coll	May
535	Stop Me Before I Kill	May
536	Picnic—RE	April
537	Twinkle And Shine—RE	Dec.
538	Mein Kampf	May
539	Five Golden Hours	June
540	Homicidal	June
541	Most Dangerous Man Alive, The	June
601	Gidget Goes Hawaiian	June
602	Two Rode Together	July
	Mysterious Island	Dec.
603	The Guns Of Navarone	July
606	The Trunk	Sept.
607	Devil At Four O'Clock	Oct.
608	Loss Of Innocence, The	Oct.
609	Weekend With Lulu	Oct.
	Queen Of The Pirates	Oct.
610	Everything's Ducky	Nov.
611	Mr. Sardonicus	Nov.
612	Valley Of The Dragons	Nov.
	Sail A Crooked Ship	Nov.
	Belle Sommers	Dec.
	Mysterious Island	Dec.
615	Scream Of Fear	Sept.

MGM

105	Gorgo	Jan.
106	Butterfield 8	Nov.
107	Magic Boy	Dec.
108	Cimarron	Dec.
109	The Village Of The Damned	Jan.
110	Where The Boys Are	Dec.
111	Go Naked In The World	Feb.
113	Atlantis, The Lost Continent	May
114	Gone With The Wind—RE	Mar.
115	The Secret Partner	Mar.
116	The Green Helmet	April
117	Two Loves	May
119	Ring Of Fire	June
120	Morgan The Pirate	July
121	The Secret Of Monte Cristo	June
122	Honeymoon Machine	July
123	The Thief Of Baghdad	Aug.
124	Ada	Aug.
201	Thunder Of Drums	Sept.
202	Bridge To The Sun	Aug.
203	Invasion Quartette	Oct.
	King Of Kings (Road Show)	Oct.
204	Colossus Of Rhodes	Nov.
205	Bachelor In Paradise	Dec.
	The Wonders Of Alladin	Dec.

PARAMOUNT

6004	The Savage Innocents	Feb.
6005	G. I. Blues	Nov.
6007	Cinder Fella	Dec.
6008	The World Of Suzie Wong	Feb.
6009	Blueprint For Robbery	Jan.
6010	All In A Night's Work	April
R6011	Elephant Walk—RE	Jan.
R6012	The Naked Jungle—RE	Jan.
6013	Foxhole In Cairo	April
6014	One-Eyed Jacks	May
6015	Ladies' Man	June
6016	On The Double	July
6017	Pleasure Of His Company	Aug.
6018	Love In A Goldfish Bowl	Aug.
6101	Blood And Roses	Sept.
6102	Man Trap	Sept.
6103	Breakfast At Tiffany's	Oct.
R6104	White Christmas	Oct.
6105	Blue Hawaii	Nov.
6106	The Errand Boy	Dec.
6107	Summer And Smoke	Dec.

20th-Fox

037	Legions Of The Nile	Dec.
039	Goddess Of Love	Nov.
050	Tess Of The Storm Country	Feb.
053	Desert Attack	Nov.
054	The Wizard Of Baghdad	Dec.
056	Flaming Star	Jan.
057	Esther And The King	Nov.
101	Marriage-Go-Round	Jan.
102	The Little Shepherd Of Kingdom Come	Jan.
104	The Millionaire	Mar.
105	The Canadians	Feb.
106R	House Of Bamboo—RE	Dec.
107R	Stopover Tokyo—RE	Dec.
108R	The Enemy Below—RE	Dec.
109R	Between Heaven And Hell—RE	Dec.
110	Ferry To Hong Kong	Mar.
111	Circle Of Deception	Mar.
112	All Hands On Deck	Mar.
113	The Long Rope	Feb.
114	Days Of Thrills And Laughter	Mar.
115	Sanctuary	Mar.
116	Sniper's Ridge	Feb.
117	The Trapp Family	Mar.
119	The Silent Call	May
120	The Fiercest Heart	April
122R	The Frogman—RE	Dec.
123	The Big Show	May
124	20,000 Eyes	May
125	Upstairs And Downstairs	Sept.
126	Return Peyton Place	May
127	The Right Approach	May
128	Battle At Bloody Beach	June
129	Wild In The Country	June
130	Snow White And The 3 Stooges	July
131	Misty	July
132	Francis Of Assisi	Sept.
133	Voyage To The Bottom Of The Sea	June
134	The Big Gamble	Oct.
135	Pirates Of Tortuga	Oct.
136	The Hustler	Oct.
137	Marines, Let's Go	Aug.
139	September Storm	Sept.
	Bachelor Flat	Oct.
140	Seven Women From Hell	Oct.
	Swinging Along	Nov.
141	The Comancheros	Nov.
142	Purple Hills	Nov.
143	Two Little Bears	Nov.
144	Second Time Around	Dec.

United Artists

6018	Cage Of Evil	July
6019	By Love Possessed	Nov.
6024	Walking Target	Nov.
6026	Inherit The Wind	Nov.
6028	The Alamo	Nov.
6029	Police Dog Story	Dec.
6101	Exodus	Dec.
6102	Five Guns To Tombstone	Jan.
6104	The Facts Of Life	Jan.
6105	The Misfits	Feb.
6106	Operation Bottleneck	Feb.
6107	Hoodlum Priest	Mar.
6108	A Matter Of Morals	Mar.
6108	Frontier Uprising	Mar.
6109	The Gambler Wore A Gun	Mar.
6111	Dr. Blood's Coffin	May
6112	Snake Woman	May
6113	Gun Fight	May
6114	The Young Savages	May
6115	The Minotaur	April
6116	When The Clock Strikes	June
6117	Revolt Of The Slaves	May
6118	Last Time I Saw Archie	June
6120	Naked Edge	July
6121	The Cat Burglar	July
6122	You Have To Run Fast	Aug.
6125	Goodbye Again	Aug.
6126	Teen-Age Millionaire	Oct.
6127	Boy Who Caught A Crook	Aug.
6128	The Young Doctors	Sept.
6131	Paris Blues	Oct.
6130	Secret Of Deep Harbor	Oct.
6132	The Great War	Oct.
6133	Season Of Passion	Oct.
6134	Explosive Generation	Oct.
6135	Town Without Pity	Oct.
	Dead To The World	Nov.
	X-15	Nov.
	West Side Story (Road Show)	Oct.

Universal

R5622	The Rawhide Years—RE	Nov.
R5626	The Midnight Story—RE	Nov.
6070	Spartacus	Nov.
6101	Midnight Lace	Nov.
6102	Private Lives Of Adam And Eve	Jan.
6103	The Grass Is Greener	Jan.
6104	The Great Imposter	Feb.
6105	The Shakedown	Feb.
6106	Romanoff And Juliet	Mar.
6107R	To Hell And Back—RE	Mar.
6108R	The Lawless Breed—RE	Mar.
6109	The Secret Ways	April
6110	Tomboy And The Champ	April
6111	Wings Of Chance	April
6113	Pharaoh's Woman	May
6114	Ole Rex	May
	Posse From Hell	May
6115	Curse Of The Werewolf	June
6116	Shadow Of The Cat	June
6117	The Last Sunset	July
6118	Trouble In The Sky	July
6119	Tammy Tell Me True	July
6120	Blast Of Silence	Aug.
1612	Come September	Sept.
	The Sergeant Was A Lady	Nov.
	Back Street	Nov.
	Flower Drum Song	Dec.

Warners

003	The Sins Of Rachel Cade	April
006R	Miracle Of Our Lady Of Fatima, The—RE	April
007	The Sundowners	Dec.
008	Fever In The Blood	Jan.
009	Gold Of The Seven Saints	Feb.
010	The White Warrior	Mar.
011	Portrait Of A Mobster	April
012	Steel Claw, The	May
013	Fabulous World Of Jules Verne	June
014	Bimbo The Great	June
015	Parrish	July
016	Fanny	July
151	World By Night	Sept.
154	Splendor In The Grass	Oct.
155	Claudelle English	Sept.
156	The Mask	Nov.
157	Susan Slade	Nov.
	Roman Spring Of Mrs. Stone	Jan.
158	Lad: A Dog	Dec.

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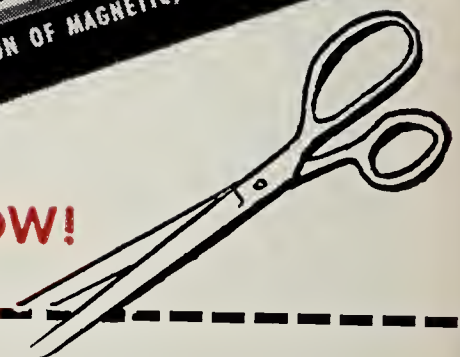
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OCTOBER 25, 1961

Volume 66

Number 20

IN THREE SECTIONS • THIS IS SECTION ONE



Fox Rejoins MPAA, Effective Nov. 1

(See Page 10)

Second Defeat For Columbus Censors

(See Page 11)

George Weltner, Paramount vice-president in charge of world-wide sales, launched global conferences last week with the announcement that it was quality films only in Paramount's future. (see story on page 7)

Letter From An Angry Man . . . see editorial—page 5

they saw
Universal's
forthcoming
product
program

and then

THEY WROTE

THEY WIRED

THEY CALLED

and here
are some of
the comments
from exhibitors
all over the
country!

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October 11, 1961

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seeing our exciting product
program for the next year.

My sincere thanks to you all.

Hi Martin

HI MARTIN

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"I saw the reel which shows scenes from your coming pictures and can honestly say that as long as I have been in business this is the finest subject of its kind I have ever seen. I hope these pictures are blockbusters at the box office."

*Sam Seletsky—
Smith Management Company*

BROOKLYN, N.Y.

"Ever since last Friday whenever I have stopped to talk with local exhibitors, the conversation has always come back to the wonderful array of pictures which you exhibited in such showmanlike fashion last Friday. I could not let the opportunity go by without extending my congratulations in writing to you and all of your associates at Universal for the continued flow of top product which we can anticipate for a long time to come."

*Manny Frisch—
Randforce Amuse. Corp.*

CHARLOTTE, N.C.

"This was an excellent job of presenting excerpts from some of your forthcoming pictures. They look mighty good and I want you to know I am looking forward to their release. This subject should certainly build up enthusiasm for the future not only of Universal but the industry as a whole and adds to the hope for the future of our business."

*Ernest Stellings—
Stewart & Everett Theatres Inc.*

CLEVELAND, OHIO

"I had the pleasure this week of seeing your forthcoming production reel and may I take this opportunity to say that I am just as proud as you are of the wonderful pictures that Universal has coming. With this wonderful lineup I am sure that Universal will enjoy the success which so richly deserves and I for one am certainly thrilled to be on your bandwagon."

*Joe Lissauer—
Skirball Brothers Theatres*

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"We have enjoyed seeing the Universal Product Reel and all agree it is great. In fact it is so good we are willing to book the coming Production short. Congratulations."

*W.E. Mitchell—
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*Earl Podolnick—
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"Congratulations on a great production reel on what should be a tremendous lineup of hits."

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"First I want to congratulate Universal on having the know how to assemble the production, acting and writing talent to create six pictures which give every evidence of being in the blockbuster category. Secondly, I want to congratulate you personally on having the foresight to show exhibitors these terrific sequences. This reel cannot help but enthuse the entire industry and give us all added confidence in the future of our theatres. We hope and expect to have the good fortune to play all of these fine attractions in most of our theatres, and I pledge you that we will do everything in our power to merchandise them locally with the same care that Universal has produced them."

*Dale H. McFarland—
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Al Camillo—Tower Theatre

MINNEAPOLIS, MINN.

"You are to be complimented on the forward move in screening for us your future productions subject. We are enthused with what we saw and look forward to running not only these but the others Roy Miller told us of as being currently in production."

*John Branton, Don O'Neill,
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The Happiest, Merriest, Cheeriest, Christmas Treat of the Year!

43 Years of Service to the Theatre Industry

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LETTER FROM AN ANGRY MAN

WE'D LIKE to turn the bulk of our editorial page this week over to an exhibitor who wants to get a few gripes off his chest. He's angry and he's concerned about his business and its future. Here are his views:

"A prominent industryite wrote asking me what's wrong with business. I answered saying, 'I wish I knew.' But here is my idea. It's like a man who has a mule to pull his wagon. He has no other means of traveling. The mule is slowing up a bit, so he feeds it less and less and beats it more and more. Eventually, the animal dies.

"Well, that's what is happening to our industry. When one sees an RKO first-run theatre in New Orleans, immediately across the street from where the Theatre Owners of America are in convention, playing two old reissues, that's a sign. With no film available and all this talk about new faces, should the exhibitor be made to pay 40 to 60 per cent for a picture that won't get a draw at the boxoffice, or should he be made to pay 40 to 60 per cent for pictures on which he can not possibly make a profit, and maybe get a five or 10 per cent adjustment? Furthermore, he may be forced to give double preferred playing time at these prices. Then to top it off, at holiday periods there are more pictures available than exhibitors can possibly play.

"In the face of this, all your trade papers carry fat stories about the forthcoming product—how great it is, etc. Many of these films were also announced as coming some years ago, and some have figured in product announcements several times already.

"And did you read that statement by the venerable Adolph Zukor, a man we all admire, talking about 'enthusiasm' being necessary? Now how can there be enthusiasm when most of the pictures we play are losing money for us because of the unrealistic terms and the scarcity of product? Look at the number of so-called road show attractions falling on their faces. Also, instead of a decent waiting period at road show

prices, many are being sold in a few weeks for half the initial admission.

"Not too long ago, just about every distributor 'talked' about selling flat to the smaller theatres grossing only \$600 to \$1,000 weekly. National Allied representatives visited all the sales managers in 1949, and these executives agreed to just that policy. In some cases, where pictures grossed under \$300, flat sales were to be made also, with the possible exception of films whose sales policies were controlled by an independent producer. (Mr. Emanuel, if you want me to send you this report, I have it in my possession. It's yours if you agree to print it.) Distributors are killing the goose that lays the golden eggs.

"Now I don't want any personal publicity, but if there is anyone in distribution who would like to debate this subject, you arrange the time and place and I'll be there. My only request is that anyone in the industry willing to be present should be admitted.

"Until such a time, please withhold my name. Otherwise I might be asked to pay 70 or even 80 per cent for my pictures. I'm no rabble rouser, but this is a time for some restraint and consideration or there'll be no business.

"While I touched on the subject of enthusiasm, which I also favor, how much of that stuff is being used by distribution in selling their pictures—with the possible exception of MGM?

"Pictures are being released with no trade ads and the only way we can tell who is in them is to ask or to look it up in your yellow section.

"Thanks for laying my case before the trade."

That's it, and we are withholding the name as requested. We hope our angry correspondent feels better for having gotten the opportunity to be heard. We hope also that his views are read and carefully considered by others in the industry. Only if we agree to consider the other fellow's point of view will we be able to solve any of our problems.

IF IT'S FOR ME, I'M OUT

TRYING TO DO BUSINESS over the telephone in this industry is becoming more of a problem every day. Regrettably, the difficulty which was thought to be local in nature, seems to be occurring on a national scale.

The complaint is always, "They don't call back." When contacted finally, the culprit replies, "I didn't get your message." There must be a staggering amount of office incompetence in this business. We have run into the situation with persons whose friendliness we can not doubt.

There is little use complaining, since the same sickness pervades the home office, where letters are seldom answered.

LITTLE TALK, MUCH ACTION

THERE'S A STORY currently making the rounds. When and if it's finalized, it will be of great interest to the entire industry. It seems that MCA, well known theatrical agency holding contracts with some of the industry's biggest names, is considering entry into the production field.

Rumor has it that MCA is studying the possibility of pro-

ducing 24 to 30 motion pictures annually. As for distribution, they may take over an established corporation, buy into one, or form their own national sales organization.

We wonder if this situation, coupled with a reduction in personnel, couldn't be the reason for a slow-up in exchange operations.

As one exhibitor remarked, "This is still the motion picture industry."

It's time for a change.

It sure sounds interesting. Just keep your eye on Abe Lastfogel and the boys at MCA. They say little, but they accomplish a great deal.

NEWS CAPSULES



FILM FAMILY ALBUM

Diamond Rings

The engagement of Rochelle Judith Luber to Harry Davidoff, son of Mr. and Mrs. Louis Davidoff and honor graduate of Temple University, Philadelphia, was announced with a June wedding planned. Young Davidoff is a science instructor in the Cheltenham public school system and a second lieutenant in the Pennsylvania National Guard. His father is an executive with Ellis Theatres.

Irma Carol Meyer announced her engagement to Lester H. Wurtele, Jr., son of Lester H. Wurtele, Columbia branch manager in Philadelphia. Young Wurtele is attending the University of Vermont School of Medicine.

Obituaries

Mrs. Leo Brecher, wife of the head of Leo Brecher Enterprises, New York theatre operator, died suddenly at her Harrison, N.Y., home. She is survived by her husband, a son, and a daughter. The son is also associated with Leo Brecher Enterprises.

Oscar V. Hutchens, 82, retired pioneer Yadkinville, N.C., theatre operator, died. He opened Yadkinville's first theatre and remained active in the business for over 50 years.

Joseph M. Schenck, 83, a pioneer in the industry who helped found it in New York, died last week. He was one of the early advocates of the "star system" and was a former president and chairman of the board of United Artists and a founder of 20th Century-Fox. In 1949, he attempted to resign as executive producer of the company but Fox refused on the ground that he was indispensable. The next year he stepped down as board chairman and president of United Artists Theatres. He was associated with Buster Keaton, Fatty Arbuckle, on whom he lost millions; Constance Talmadge and her sister, Norma. Inactive for several years, he resigned from 20th-Fox in 1953 and was re-elected chairman of UA and of Magna Theatre Corporation, handling the Todd-AO wide-screen process. It was in 1956 that he severed these connections. He had retired briefly also 15 years earlier upon conviction in Fed-

FORMS FOR THIS PAGE CLOSED
AT 2 P.M. ON MON., OCT. 23

BV Anniversary Meet Salutes Finest Year

BURBANK, CALIF.—Buena Vista is holding its seventh anniversary convention at the Walt Disney Studios here this week.

The meetings are focussing on distribution plans for the program of Walt Disney films to be released by Buena Vista in 1962, and exploring in depth all phases of advertising, merchandising, and promotion.

Following the most successful year in the company's history, the conclave is being attended by the entire BV sales and promotional staffs.

Heading the New York contingent are Irving H. Ludwig, BV president; Louis E. Gaudreau, treasurer; James V. O'Gara, eastern division manager; Jesse Chinich, western division manager; and Charles Levy, director of advertising and publicity.

Also participating in the meetings are Howard Hein, Leo Greenfield, Bob Dorfman, Gil Pearlman, John Boone, Emmet Cashman, Joseph Laub, Mike Hertz, John Durkin, Jack deWaal, Mike Poller, John Powers, Charles Raffaniello, Frank Petraglia, Anthony Farnacci, and Vito Sperti. All company divisions will participate.

eral Courts on a charge of having evaded payment of \$413,000 in income taxes. When he cooperated with the authorities prosecuting William Bioff and George Browne, racketeer rulers of the stagehands' union, he was allowed to plead guilty to a perjury count. His sentence was suspended and a new one was imposed with a \$20,000 fine. He served four months and five days in Danbury, Conn., and was granted a full pardon in 1945. Surviving are two brothers and two sisters. In 1917, he married Norma Talmadge and was later divorced.

Walter S. Trumbull, 81, an assistant to the late Will H. Hays, during the latter's presidency of the Motion Picture Producers and Distributors of America, now the Motion Picture Association of America, died following a lengthy illness. A former newspaper man, he is survived by his wife.



BROADWAY GROSSES

Hard Tickets Booming

NEW YORK—Led by the reserved seat houses plus Columbia's "The Devil At Four O'Clock," Palace, business was up a bit according to usually reliable sources reaching MOTION PICTURE EXHIBITOR:

"THE HUSTLER" (20th-Fox). Paramount stated the fourth session was \$31,000.

"BREAKFAST AT TIFFANY'S" (Paramount). Radio City Music Hall with stage show claimed \$102,000 for Thursday through Sunday, with the third week bound to top \$155,000.

"BACK STREET" (U-I). Capitol reported the second week at \$26,000.

"KING OF KINGS" (MGM). Loew's State announced \$39,000, capacity, for the second week.

"EXODUS" (UA). Warner stated the last five days of the 45th week at \$8,000.

"BLOOD AND ROSES" (Paramount). DeMille stated the second week as \$8,000.

"TOWN WITHOUT PITY" (UA). Astor registered \$19,000 for the second session.

"SPLENDOR IN THE GRASS" (WB). Victoria stated the second week was \$38,700.

"BRIDGE TO THE SUN" (MGM). Forum hit \$11,000 on the opening week.

"DEVIL AT FOUR O'CLOCK" (Columbia). Criterion opening week hit \$49,500.

"WEST SIDE STORY" (UA). Rivoli hit \$44,000, capacity for opening week.

"SPARTACUS" (U-I). RKO Palace did \$18,000 on second week of moveover.

Producers Honor Hope

HOLLYWOOD—Bob Hope will be the next recipient of the annual Milestone Award of the Screen Producers Guild, it was announced by Guild president Watler Mirisch.

The award will be presented at the 10th annual Milestone Awards dinner of the Guild on March 4 at the Beverly Hilton Hotel.

Past winners of the Milestone Award based on "contribution to the world of motion picture entertainment" have been Adolph Zukor, Samuel Goldwyn, Jack L. Warner, Spyros P. Skouras, Walt Disney, Cecil B. DeMille, Darryl F. Zanuck, and Louis B. Mayer.



The world premiere of MGM's "King Of Kings" at Loew's State, New York City, drew a capacity audience of distinguished guests. Shown left to right are crowds outside the theatre to catch a glimpse of the

stars attending; Robert Mochrie, MGM's general sales manager and Mrs. Mochrie; producer Samuel Bronston, Mrs. Bronston, and director Nicholas Ray; Laurence A. Tisch; Rita Gam, and Preston R. Tisch.

"Attractions" Only On Para. Slate

Weltner, Pickman Launch Global Conferences With Pledge Of Top Product Only In Next Two Years

By MEL KONECOFF
New York Editor

NEW YORK—Paramount Pictures plans on releasing up to 20 "quality" features in the 1961-62 period or as many up to that number as can be handled by the company and do each credit. This was made clear at one of a series of world-wide conferences held by officials of the company and press representatives. Also made clear was that the company was abandoning "the halfway picture" and "the almost picture," in other words the small films that don't stand much of a chance in today's market. Attendees also heard discussions regarding an additional 22 features.

George Weltner, vice-president in charge of world sales, opined that since the world market was most important these days, company executives were accordingly preparing films that would have appeal the world over.

Said Weltner, "Not only has our market completely internationalized itself in recent years, but it has reached the highest level of selectivity since the inception of the motion picture business. The 'halfway pictures,' the 'almost picture,' regardless of whether the negative cost is in the stratosphere or is modest, no longer supplies the entertainment need of our vast world public. The standard of demand has rocketed, particularly in the last two years, to a very high criteria.

"We are planning no ceiling on expenditures, although we are very conscious of the fact that the expenditures of great sums of money does not guarantee an artistic and popular achievement when the picture is played to the public. If stories, scripts, projects, packages do not give indication of hitting the bulls-eye, they must be discarded.

"Since we have embarked on this high road, 12 pictures have been completed and are awaiting release. One is now shooting and two more are scheduled to start within a month. There are 27 additional productions in various stages of active production and at least half of these will go before the cameras within the next six months."

Jerry Pickman, vice-president and general sales manager, stated that only attractions do business today, and he estimated that the cumulative cost of the 1961-62 program is the most expensive negative investment ever put into one releasing year by the company. Said he, not a single picture cost under a million dollars and only two or three are under two millions, with each film planned as an attraction with a place in the market.

He estimated that of the 42 films in active preparation, 20 will be ready in the 1961-62 period, but that number will not necessarily be released during that period; instead, as many films will be released as the organization can get into the market successfully. Each film will undergo long range merchandising. There is also a possibility that two of the contemplated productions will fall into the roadshow category, although not necessarily in the next releasing year. These are "Dear and Glorious Physician" and "The Churchill Story."



George Weltner, right, Paramount vice-president in charge of world sales, and Jerome Pickman, vice-president and general sales manager, recently outlined the company's multi-million dollar production program at a global press conference at the home office.

Adolph Zukor, chairman of the board, was high on the enthusiasm prevalent throughout the company which counted for much in these days, and he opined that the entire industry must cooperate in getting this enthusiasm across to the public.

He thought that exhibitors were doing a good job developing pictures and new people, and they no longer just open theatre doors expecting the public to rush in. They are showmen as well as keepers of clean, efficient theatres.

Weltner announced that he will leave on an extended foreign trip, accompanied by Martin Rackin, executive in charge of production. They will meet with producers, distributors and exhibitors throughout the key cities of Europe.

Also at the luncheon press conference were Russell Holman, eastern production manager, and Martin Davis, director of advertising, publicity and exploitation.

In Hollywood, Jack Karp, Paramount studio head, and Martin Rackin, executive in charge of production, were hosts to reporters at a special press conference that was part of a larger world-wide meeting being held simultaneously in key cities throughout the world.

In Copenhagen, James Perkins, president of Paramount International Films, took time out from his current European business survey to meet with the trade press on his company's ambitious production program for the coming period. He predicted that the years ahead would prove to be the most successful in Paramount's history.

Members of the London trade press were guests of Russell Hadley, assistant managing director for Paramount in the United Kingdom. Leading representatives of the Japanese and Far Eastern press were the guests of S. L. Henriksen, Paramount division manager in Asia, at a special press conference in Tokyo. Robert Graham, Paramount division manager for Australia, presided at a special press conference in Sydney.

Forthcoming releases include "Breakfast at Tiffany's," starring Audrey Hepburn and George Peppard; "Blue Hawaii," starring Elvis Presley and Joan Blackman; "Summer and Smoke," starring Laurence Harvey and Geraldine Page; "The Errand Boy," starring Jerry Lewis; "The Counterfeit Traitor," starring William Holden and Lilli Palmer; "My Geisha," starring Shirley MacLaine and Yves Montand; "Hatari!," starring John Wayne;

Detroit Exhib Twins Feted On Birthday

DETROIT—Twinday, Oct. 18, is the way the dateline should read. It was the occasion of the 50th birthday of twins Adolph and Irving Goldberg.

They are exhibitors, operate in many other fields of business, are prominently identified with various charities including the Variety Club Tent 5, which jumped the gun a week early and held a Twinday of its own in the Grand Ballroom of the Sheraton Cadillac Hotel.

Over 200 turned out to give the Goldbergs the red carpet treatment. Wires poured in from the governor of the state, the mayor of this city, and countless others. The wire which pleased them the most came from Esther Mundy, who for 25 years has served the club.

Many brought "gag" presents which were opened amidst much laughter. The serious contribution were solid gold keys to Variety handed each brother.

At the door, ticket-taking were pretty twin girls.

A massive, elaborate birthday cake remained uncut and was sent to the Children's Hospital of Michigan. Checks were received by the Variety Club Growth and Development Center in honor of the twin's birthday.

Newspaper coverage, both art and editorial, was extensive.

Theatre Wing Backs Premiere

NEW YORK—As a salute to Geraldine Page and Tennessee Williams for their contributions to the theatre and motion picture arts, the American Theatre Wing will sponsor the world premiere of the Hal Wallis production, "Summer and Smoke," starring Miss Page and Laurence Harvey, at the DeMille, Nov. 15, it was announced by Helen Menken, president of the Wing. The premiere will benefit the Wing's scholarship fund.

"Escape From Zahrain," starring Yul Brynner and Sal Mineo; "Hell Is For Heroes" starring Steve McQueen and Bobby Darin; "Too Late Blues," starring Bobby Darin and Stella Stevens; "The Man Who Shot Liberty Valance," starring James Stewart and John Wayne; "The Easter Dinner," starring Charlton Heston; "The Iron Men," starring Sidney Poitier and Claudia Cardinale; "A Girl Named Tamiko," starring Laurence Harvey, France Nuyen, and Martha Hyer; "It's Only Money," starring Jerry Lewis; "Who's Got the Action," starring Dean Martin and Lana Turner; "My Six Loves," starring Debbie Reynolds; "The Hook"; "Sylvia," starring Paul Newman; "The Jackals," starring Ava Gardner, Louis Jourdan, and Curt Jurgens; "Villa Mimosa," "Night Without End," "The Stepmother," "Reunion," "The Long Pig," "The Winston Churchill Story," "Dear and Glorious Physician," "Affair in Arcady," "Mistress of Mellyn," "Carnet de Bal," "No Bail For The Judge," "It's Murder," "Climate of Love," "The Roustabout," "Decision at Delphi," "Forever My Love," "Siege of Syracuse," "Come Blow Your Horn," "Becket," "The Wicked One," "Boeing-Boeing," and "All The Way Home."

UNIVERSAL'S
NEWEST HIT

Back

IS A

BLOCKBUSTER



Street

in openings all over
the country
Chicago, New York,
New Orleans,
Salt Lake City,
Baltimore, Houston
boxoffice results
confirm that
"Back Street" has
joined U-I's
parade of
boxoffice block-
busters ...
Imitation of Life
Pillow Talk
Operation Petticoat
Come September

A ROSS HUNTER-CARROLLTON PRODUCTION

Susan Hayward
John Gavin

FANNIE HURST'S

"Back Street"

IN EASTMAN COLOR!

ALSO STARRING **Vera Miles**

as LIZ SAXON

CHARLES DRAKE · VIRGINIA GREY · REGINALD GARDINER

Screenplay by ELEANORE GRIFFIN and WILLIAM LUDWIG

Directed by DAVID MILLER Based on the novel by FANNIE HURST

Produced by ROSS HUNTER · A Universal-International Release



20th-Fox Rejoins MPAA On Nov. 1; Discussion On Problems Continues

NEW YORK—Spyros P. Skouras, president of 20th Century-Fox Film Corporation, and Eric Johnston, president of the Motion Picture Association of America, jointly announced that 20th Century-Fox has rejoined the Motion Picture Association of America, effective Nov. 1.

The company's withdrawal from the MPAA became effective June, 1961. The company is returning without conditions and with the understanding that there will be continuing discussions on problems raised by the company with the Association.

In announcing the company's decision, Skouras said:

"It is always our desire to do everything we can to make this a better industry for everybody. We feel this can best be done when we all work together. Our decision reconfirms our faith in the principles of the MPAA and our confidence that any differences can be resolved in an atmosphere of good will and understanding."

Welcoming the company's return, Johnston said:

"I speak for myself and for all our members in expressing our warm pleasure that 20th Century-Fox has decided to rejoin.

"In a sense, we feel that 20th Century-Fox has never left. Most certainly 20th Century-Fox has never at any time departed from those principles and policies advocated and advanced by Spyros Skouras to benefit the entire industry.

"The decision comes at a time when there are greater opportunities than ever to move the industry forward through cooperative joint endeavors.

"There is no limit to the future that this industry can make for itself through unified efforts."

Congo Leaders In Film

LEOPOLDVILLE—Following the appearance of Congolese President Joseph Kasavubu in the Dino De Laurentiis' production of "Congo Vivo," General of the Army Joseph Mobutu also was induced to play himself in the Columbia release.

The two Congolese leaders are interviewed in the film by Gabriele Ferzetti, Italian star who plays a journalist covering developments as the nation achieves its independence.

In the "Congo Vivo" interview, the leaders discuss in a very frank manner the problems which face their young nation. They accepted the invitation to appear in the film because they felt it was an excellent opportunity to present their nation's story to the world of film.

Davis Heads Ala. Exhibs

NEW ORLEANS—Dan W. Davis, of Florence, was elected president of the Alabama Theatres Association at the annual meeting of the TOA affiliate held here during the TOA convention. He succeeds James W. Gaylard, Jr., of Troy.

Reelected vice-presidents were W. W. Hammonds, Jr., of Albertville; and J. A. Jackson, of Clanton. Two new vice-presidents named are Roy Martin, of Columbus, Ga., and T. E. Watson, Montevallo.

R. M. Kennedy, Birmingham, was reelected TGA representative, and Tom Coleman, Jr., Anniston, secretary-treasurer.

Milgrams Split Operations; Form Two Booking Units

PHILADELPHIA—During the past several months, the offices of Milgram Booking Service handling 95 theatres in the area, have been giving serious consideration to the operation of two separate offices. This became necessary because of the large number of theatres handled through these offices.

The Milgrams report that the office has reached a stage where a more individualized system of handling accounts would be most beneficial to each of the various theatres they represent.

Milgram Booking Service Company is, therefore, being dissolved, and plans are being completed to operate through two individual offices effective Oct. 28.

One group of theatres will be handled through Milgram Theatres, Inc., by David, William, and Henry Milgram.

The second group of theatres will be handled through Nathan Milgram Services, by Nathan and Alvan Milgram.

Reade Launches Drive

NEW YORK — The managers of Walter Reade Theatres met at the circuit's home office, Mayfair House, Oakhurst, N. J., as Walter Reade, Jr., president, announced a fourth quarter showmanship drive, with cash awards being made for the most outstanding promotions on new fall product.

Cash awards were presented for outstanding exploitations to the manager of the month winners for July and August. The winners for July were—first prize—Ann De Ragon, Strand, Plainfield; second place was tied with prizes going to Joseph Sommers, Majestic, Perth Amboy, N.J., and Frank Deane, Carlton, Red Bank, N.J. The winners for August were—first prize—Sam Newman, Community, Kingston, N.Y., and second prize—Sommers again.

A special award was presented to Harry Wiener, Mayfair, Asbury Park, N.J., for the highest percentage of increase by a theatre for the Summer Kiddie Movie Series.

Morey Heads CSS Drive

NEW YORK—Named originally by Eric Johnston to be chairman of the motion picture division of the Community Service Society Family Fund Drive, Edward Morey, vice-president of Allied Artists, has been requested again to act in that capacity for the new CSS Family Fund Drive.

In accepting the chairmanship Morey said, "Industry supporters last year enabled the motion picture division to make a very substantial contribution in the drive, and I hope for the same fine cooperation this year."

Heidingsfeld Joins BV

INDIANAPOLIS — Lee Heidingsfeld has been appointed manager of Buena Vista's local branch office, it was announced by Irving H. Ludwig, BV president.

Formerly Cincinnati branch manager for RKO Radio Pictures, Heidingsfeld has also been associated in various sales capacities with Columbia Pictures and Continental Distributing.

Closed Circuit TV Approved For N. Y.

NEW YORK—Despite exhibitor objections, the Board of Estimate has voted 18 to four to approve a franchise by which Sterling Information Service, Ltd., can use under-street conduit facilities for its proposed closed circuit tv system here. The franchise would expire on June 30, 1972.

Abe Stark, president, City Council, Max A. Cohen, executive vice-president, Independent Theatre Owners Association; and Charles E. Kurtzman, who appeared on behalf of the Metropolitan Motion Picture Theatre Owners Association, all claimed that the agreement "may be a way through the back door for pay tv."

Cohen, who is also president, Cinema Circuit Corporation, told the Board that the Sterling program calls for using the under-street cable facilities to establish closed circuit tv, which would pipe into hotel master antennas programs of interest to guests free of charge, the costs to be defrayed by advertising. He told the Board that this tourist information is "already adequately provided for" by other means and that the Sterling program would not fill a need. The next step, Cohen argued, would be toll tv. Sterling's purpose in "wiring hotels is a smoke-screen," he charged. "Sterling's scheme is the opening wedge to pay-tv."

Kurtzman, also general manager of Loew's Theatres, appeared for that circuit and its hotel subsidiary, as well as the MMPTA, and said, "We do not consider this as a good service to hotels. I assure you we will never burden our guests with the services the applicant offers." He warned that should the Sterling experiment prove unsuccessful, the city would be confronted with enforcing the removal of the equipment installed by Sterling. He asked for a delay to permit "a thorough investigation of Sterling."

Sterling's president Charles Dolan denied that the company had hidden backers or that its application is an entering wedge for pay tv. He claimed, "The company shall not make any charges whatsoever to any of the hotels, its patrons, or occupants for the installation and furnishing of the video programs which are to be transmitted on the coaxial cable. Furthermore, the franchise may be canceled or altered at the discretion of the city government. Its proposed network would not hurt movie theatres because we will never show any pictures on our programs."

The company has agreed to censorship of its tapes by the City and could use the conduits of the Empire Subway Company, although it would have to string its own coaxial cable. Sterling would pay the city \$2,000 a year, plus a deposit, and post a liability bond of \$500,000 plus injury and accident bonds. It would offer the hotels 10 hours daily of information programming with a ratio of one minute advertising to each five minutes of non-advertising. The franchise cannot be transferred without the approval of the city.

RKO General Backs Toll-TV

HARTFORD, CONN.—It was emphatically denied by RKO General that the projected \$10,000,000 Hartford pay TV experiment had been cancelled.

John Pinto, RKO General special projects department, stated that the rumors are far from the truth and that "we are proceeding according to plan and are confidently looking forward to actual start of subscription television in Hartford by June of 1962."

Catholic Paper Raps "Dirty, Dishonest" Ads

BOSTON—Calling on "each person in the community" and mothers and fathers to be heard and hitting out at "dirty and dishonest" film advertisements, the Catholic Pilot, weekly official publication of the Catholic Archdiocese of Boston, in a blistering editorial Oct. 14, said:

"Toleration is the art of knowing where to draw the line. When it is drawn too soon we have something like persecution; when it is drawn too late we have something akin to license. Both of these are wrong. Unless we act promptly now in one community area, we will commit the second of these crimes. We are speaking about the present flood of movie ads which are filling even respectable and family newspapers with suggestive and indecent poses and postures.

"Adults themselves are becoming shocked with the bold erotic nature of present-day advertising, and we can only imagine what unhappy effects are being had on young people. During all our years of observation the situation has never been so bad.

"Of course, we know that the movies are suffering from television competition, but the answer is not to be found in titillating public curiosity or exploiting sex. In point of fact, the films themselves are to be commended these days for their adult handling of difficult themes; with some lapses, they are generally of good quality. But the advertisements even misrepresent the good films. It is not the film writers about whom we are complaining here, it is the ad writers. Advertisements which are both dirty and dishonest have no reason for existence on any count; they are rotten all around.

"People ask often why the newspapers accept such advertising. The question is a good one. Newspapers, quite properly, are sensitive on the matter of censorship; they do not like to edit copy by removing part of it. On the other hand, they have a responsibility to the public, to the parent who brings the paper home among his children, and to the decency of good people generally. Clearly we have not had enough action here where it could stop the damage close to its source.

"The public itself, however, must take the matter in hand. This means each mother and father, each person in the community that feels an assault upon decency, must be heard both by the newspapers and by the theatres. In the last analysis, public opinion can change the moral climate of a community—but it must be heard. Too many people complain to each other without raising their voice so that it will be heard where it will get results. Toleration can be a virtue and often is. But when evil is tolerated in a manner that allows the whole community to be poisoned, we have failed in our own civic responsibility. Unless we act promptly and effectively here, we will be guilty of just such a failure."

Del. Governor Nixes Censors

WILMINGTON, DEL.—Opposition to legalized censorship was expressed by Gov. Elbert N. Carvel.

Delaware has no agency to enforce censorship, but the Governor said there are laws governing obscenity and lewdness. "I think frankly," Governor Carvel said, "that censorship often increases participation. I think that if intelligent people in areas where objectionable films are being shown or distasteful books circulated would voice sufficient objection, it would have a good effect."

Columbus Kayos Censorship Again; Mulls Criminal Prosecution Statute

Pay-TV Canada Test Defended By Balaban

NEW YORK—Barney Balaban, president, Paramount Pictures, which controls the International Telemeter Corporation, declared that experiments with pay TV at Etobicoke, Canada, have resulted in experience in programming and reducing costs, and denied that the experiments were losing \$11,000 weekly. Instead, he declared, "The weekly loss before depreciation is currently running at about \$3,500." The Etobicoke costs are considered as money spent for "research and development," Balaban pointed out.

"It costs money to make these tests and to maintain a proving ground for testing purposes," he continued, "That is one of the reasons why Paramount agreed to new financial arrangements regarding Etobicoke. Common sense would indicate that such expenses cannot be regarded as 'losses' . . . but rather as the cost of a pilot operation."

This was believed to be in answer to assertions attributed to Norman S. Robertson, Toronto attorney, who recently resigned from the FPC board in protest over the Telemeter experiments which, he said, was losing \$11,000 a week for FPC and was "milking the theatre circuit."

Code Change Draws Newspapers' Fire

WILMINGTON, DEL. — This city's only daily papers have notified the trade they will not accept advertising copy on motion pictures dealing with sex deviation.

Harry C. Harbison, director of advertising, News-Journal Company, which publishes the Wilmington Morning News and Evening Journal, sent the following notice to all local theatre managements:

"We note with great regret the change in the Production Code of the motion picture industry in permitting the subject of sex deviation on the screen.

"We wish to advise the industry, both local and national, that pictures dealing with this subject in any way will not be acceptable for advertising in the columns of the News-Journal Papers."

Accompanying the letter were two enclosed clippings from the Morning News, one an Associated Press dispatch announcing the code change, and the other a local story in which the city Board of Health expressed opposition to such films being shown here.

Brodsky Plugs "Cleopatra"

NEW YORK—Jack Brodsky, 20th-Fox's assistant publicity manager, has been appointed national publicity coordinator for Joseph L. Mankiewicz' "Cleopatra," it was announced by vice-president Charles Einfeld.

Brodsky will work under Giulio Ascarelli, 20th's European production publicity director, who is heading up the "Cleopatra" publicity campaign.

Brodsky will spend the next six months on the Rome location. He will later move to Egypt where Mankiewicz plans additional location filming.

COLUMBUS, O.—Theatre men termed "far tougher than censorship" the stringent ordinance providing criminal prosecution for managers and ticket sellers for permitting minors to see "lewd, lascivious, or obscene" films, to be considered by City Council at the Oct. 23 meeting, following defeat for the second time of the censorship ordinance introduced by Mrs. Golda May Edmonston, Republican. The Edmonston ordinance was defeated 3-3 for the second time within a month.

The ordinance forbidding admission of minors was introduced by Councilman Ronald DeVore, Republican, chairman of the safety committee. Council also may take up the ordinance introduced by Councilman Robert Smith, Democrat, to set up a citizens' board of review to pass on films and recommend to police prosecution of the exhibitors if the board considers the film obscene.

The DeVore ordinance, in 10 sections, forbids minors admission to films "which in whole or in part are unchaste, immoral, indecent, vulgar, or profane, or in which immoral, indecent, vulgar, or profane language is used." It also forbids minors admission to "any picture which deals in whole or part with prostitution, incest, homosexuality, rape, or adultery."

Banned also for minors are films which expose "private parts, buttocks or mammae" or in which "any person appears in a state of nudity or in an indecent or lewd dress in any scene." Also excluded are films "depicting acts of unusual cruelty or of mass or extreme brutality; advocating acts involving moral turpitude or which are provocative of corrupt morals, crime, or juvenile delinquency."

These provisions do not apply to Biblical or historical films, states the ordinance.

Theatre men pointed out that the ordinance fails to state who shall determine whether a film falls in any of these classifications. City Atty. Russell Leach, who drafted the ordinance, told theatre men that in his opinion the ordinance could be used to prosecute parents who bring minor children to see "obscene" films.

Police Chief George Scholer told council that his department could not file charges on the sole basis of requests from a citizens' board of review. Police would have to view the movies and decide whether charges are justified, said Scholer.

Movies Accent Saturday

NEW YORK—RKO Theatres in its nationwide promotional campaign to get people out of the house and into a movie theatre on Saturday nights, has enlisted the aid of the newspapers in their respective cities and communities. In New York City on Saturdays, the Journal-American is carrying a nine col-

SATURDAY NIGHT IS A WONDERFUL NIGHT TO GO OUT TO A MOVIE!

umn streamer reading, "Saturday Night Is A Wonderful Night To GO OUT TO A MOVIE!" The New York Post and the Daily Mirror are topping their movie directories with banners with the same copy.

All RKO Theatres have been supplied with slugs such as that illustrated here, which they are using effectively in their own advertisements.



The NEW YORK Scene

By Mel Konecoff

SOME THEATRES will be playing two different pictures as separate shows in one day if Showcorporation has its way with its forthcoming new production of Shakespeare's "A Midsummer Night's Dream." This was revealed at a press luncheon the other day at Sardi's by C. Robert Manby, president.

The film will have its formal premiere just before Christmas at the Guild in Manhattan, and it will also commence showing in about 20 other theatres in the New York metropolitan area on a one show per day basis, usually early in the day. This would mean that the suburban houses that will play the film will show this, perhaps in the morning, and then put on their regular show later in the day.

This, opined Manby, will overcome the usual eight to 12 month wait encountered by suburbanites when it comes to their seeing first run films. He likes bending the rules to make some needed changes. He labeled this "point-of-purchase" showings. Eventually, at a later date, the suburban theatres that are presenting the sampling, will book it regularly on a continuous basis.

Showcorporation has the rights to the film, which was made in Czechoslovakia in animated puppet form and which was dubbed into English here. Poet, playwright, and director Howard Sackler had directed Richard Burton and members of the Old Vic in the delivery of the lines.

Said Manby, "We have always felt that traditional New York premieres tend to be local Manhattan affairs that are not readily available to the 12 million people who legitimately consider themselves 'New Yorkers' even though they live in the suburbs. This is our own method of making this opening a truly Metropolitan New York premiere.

"Ultimately, suburban theatres will schedule 'Dream' on a continuous showing policy. We would like to claim that 'point of purchase' showings originated with us, but we must confess to considerable stimulation from the writings of people who comment intelligently on this business as well as the thinking of the exhibitors we are dealing with. The release plan is not to be confused with the familiar 'saturation' booking on the one hand nor the roadshow technique on the other. Rather, it is an approach addressed to a particular set of marketing facts that are inherent in the nature of this picture."

WELCOME: We add the name of UA's Wynn Loewenthal to the list of candidates to the Konecoff Academy of Showmen since he sent over a unique reminder that "Never on Sunday" celebrated its first birthday last week at the Plaza Theatre here. Half a million people will have seen the film starring Melina Mercouri and Jules Dassin at the East Side showcase. The reminder came over in the form of a huge birthday card with the event spelled out in properly arranged Greek stamps.

CONGRATULATIONS: Good old Paul Ringe, trade paper editor and percussionist extraordinaire, became engaged to charming and good looking Adrienne Laye, formerly of Universal Pictures. We give them our blessings and best wishes.

Industry Called "Healthy"

NEW YORK—According to the Value Line Investment Survey, the motion picture industry today is "basically healthy," but in an Oct. 16 analysis it was stated that "whether a motion picture company can prosper today depends principally on whether it can adapt itself successfully to the new market conditions.

"Many companies have done so," it continues, "by streamlining studio operations and revising production standards. The reduced theatre attendance dictates that extravagance must be halted," Value Line holds.

"Today's movie goers are highly receptive to good pictures," the survey states, calling attention to the greater incidence today of "many quality film generating world-wide film rental of more than \$10,000,000."

Embassy Maps New Pic

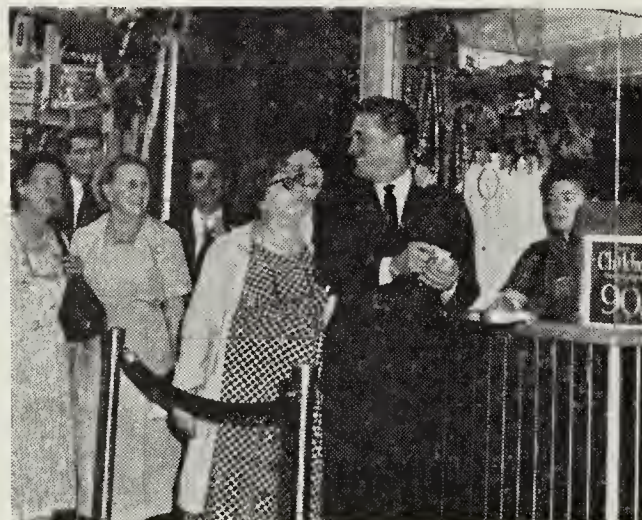
NEW YORK—Joseph E. Levine, on behalf of Embassy Pictures Corp., novelist Niven Busch, and writer-director John Farrow have concluded an agreement to co-produce an elaborate original screen spectacle, "The City That Lived."

The film is a drama of love and adventure in California at the turn of the century set against the background of the great San Francisco earthquake of 1906. It will be budgeted in excess of \$5,000,000, will be photographed in 70mm, and filmed in late 1962 for release as a roadshow attraction in 1963.

Allied Commends WB

DETROIT—National Allied offices have approved Warners action in rescinding an unacceptable kiddie matinee policy on "Fanny" which would have entitled the distributor to collect a share of all money taken in at the box office "from the opening to the closing of the theatre every day on which a percentage picture is booked."

Charles Boasberg, president and general sales manager, Warner Brothers Distributing, is singled out and commended for rescinding the objectionable policies.



In a switch from usual procedure, Kirk Douglas, whose U-I release "Spartacus" is marking the first anniversary of its release, stopped at the DeMille, New York City, to purchase the 500,000th ticket.

Loew's Shifts In N.Y.; Meets On "Navarone"

NEW YORK—Charles E. Kurtzman, general manager of Loew's theatre operations, announced the promotions of two assistant managers to higher posts in the metropolitan New York area, in keeping with the stated policy of board chairman Laurence A. Tisch for promotion from within the company where possible.

Joe Beck, manager, Gates, Brooklyn, has been promoted to succeed Daniel Cohen as manager, Kings. Cohen was promoted to special assistant under Ernie Emerling in the advertising-publicity department. Elevated to the Gates, to replace Beck as manager, is Benedict Weiselberg, previously manager, Loew's 46th Street, Brooklyn. The 46th Street managership will go to Harry Rose, who has been skipping the Kameo.

Gil Fensterer, assistant manager, Loew's Metropolitan, downtown Brooklyn, has been promoted to manager, Kameo. Richard Smith, former assistant manager, Loew's 175th Street, was promoted to manager, Loew's Inwood, upper Manhattan. He replaces Israel Zarkin, who has resigned for another field.

Over 40 Loew's Theatres managers, publicists, and home office execs met with the Columbia advertising and publicity staff to formulate selling plans for "Guns of Navarone," due in metropolitan Loew houses on Nov. 15.

Kurtzman, assistant general manager Frank Murphy, and division managers James Bruno, Bernard Zelenko, and William Elder, together with publicity staffers Ted Arnow, Russ Grant, Don Baker, and Cohen, represented the Loew's home office contingent at the meeting at the Columbia Pictures home office.

Jonas Rosenfield, Jr., vice-president in charge of advertising and publicity; Bob Ferguson, national ad-pub director; and Richard Kahn, exploitation manager, hosted the conference for Columbia.

IFIDA Fetes Brandt

NEW YORK—Michael F. Mayer, executive director of IFIDA, announced on behalf of the governing committee that the first annual Burstyn Award dinner in honor of Richard Brandt of Trans-Lux Distributing Corp. will be held on Jan. 16 at the Astor Hotel. Outstanding foreign film stars are to be invited.

In addition to the presentation of the Burstyn Award for the top foreign language film of 1961, new IFIDA awards for the finest English language film from abroad, the outstanding foreign short subject, and a special award for dubbing excellence will be presented.

The dinner will honor Richard Brandt, president of Trans-Lux Distributing Corp., for his services to the motion picture industry and independent distribution.

N. Y. Legit Tax Repealed

NEW YORK—New York City has repealed its five per cent tax on legitimate theatre admissions as the Board of Estimates unanimously passed the measure. The resultant loss in taxes was estimated at \$2,000,000 a year.

The repeal does not affect motion picture theatres, which had gained exemption on all seats selling at less than \$1 through a 1957 amendment to the tax law.

THE GREATEST ROMANCE AND ADVENTURE IN A THOUSAND YEARS!

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GLOBAL PREMIERES
DECEMBER, 1961



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(Released by Allied Artists)



INTERNATIONAL ENGAGEMENTS (IN THE IMPORTANT WORLD CAPITALS)



DISTRIBUTORS

Rank Film Distributors, Ltd.—Great Britain

Prodis—France

D. E. A. R. Films—Italy

Filmayer, S. A.—Spain

Melior Films—Belgium

Hafbo Films, N. V.—Holland

Constellation Film, S. A.—Switzerland

Sociedade Importadora de Filmes, Lda.—Portugal

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SAS Film—Israel

ite like **EL CID...**

leader...living legend!

—*Harold Lamb, WORLD FAMOUS HISTORIAN*



also starring **RAF VALLONE · GENEVIEVE PAGE**

CARY RAYMOND · HURD HATFIELD · MASSIMO SERATO and HERBERT LOWE

written by **FREDRIC M. FRANK and PHILIP YORDAN** directed by **ANTHONY MANN**

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music by **MIKLOS R**

70mm **SUPER TECHNIRAMA**

The Greatest Campaign In The History Of The Industry!



36
MAGAZINES

68,479,092
CIRCULATION

St. Louis Undergoing Film Row Upheaval

ST. LOUIS—In the past year, this city Film Row has been undergoing a major upheaval that has seen five companies moving, one slated to move before the end of September, and one new distributor opening offices.

The major reshuffling was brought about by the city's redevelopment program that condemned many of the old buildings on the Row. Threatened with condemnation, five companies have already moved and others may be forced to soon.

First to move from old, worn out quarters into a newly redecorated and renovated building was Realart, when it moved to its present location at 3301 Lindell last Oct. 15. Following Realart was United Artists, which is now located in the same building at 3377 Lindell, and Warner Bros., which is at 3311 Lindell. Crest Films, formed by Herman Gorelick, is also located in the building at 3333 Lindell.

The latest area move was made by National Screen Service which has moved to 3975 Olive st. National's move was necessitated by the St. Louis Housing Authority. Their new offices boast a parking lot adjoining the building. Also moving recently was Howco, whose new address is 414 Union Blvd.

Slated to move this month is Columbia Pictures, which has just signed a lease to move into 3310 Olive and Lindell as soon as that building has been renovated. Plans call for the Columbia office to face on 3310 Lindell, with the shipping offices facing 3310 Olive.

The major force in the area renovation has been Henry Janon of Commercial Credit Rating, who has taken it upon himself to renovate and redecorate the two buildings facing on Lindell. Janon hopes to create a modern Film Square with the offices facing on a flowered mall and a nearby parking lot for exhibitor convenience. Buena Vista, already tenants on the Olive st. side of the building at 3309 Olive, will eventually have offices running through the building onto Lindell.

London Bow For "Bachelor"

NEW YORK—In honor of Bob Hope, Metro-Goldwyn-Mayer will present the world premiere of "Bachelor in Paradise" in London Nov. 2 as a benefit for one of his favorite charities, Clubland, a leading boys club.

Morton A. Spring, president, Metro-Goldwyn-Mayer International, announced that the premiere would be held at the Coliseum as a special one-night performance. The following day, it will begin its London engagement at the Ritz, Leicester Square.

Bob Hope, who stars with Lana Turner in the MGM comedy, will make a personal appearance onstage at the premiere performance.

Following the London debut, the film will open in leading theatres throughout the world.

Albany Gets "Dolce"

ALBANY—Neil Hellman, owner, Hellman, stated after a meeting with Bishop William A. Scully that the playdate of "La Dolce Vita" at the theatre would go on as scheduled. Bishop Scully had attacked the controversial film in the Catholic press.

Hellman said he pointed out to the Bishop that it was his practice not to book films condemned by the Legion of Decency and that he had investigated the classification of "La Dolce Vita" before the playdate was set. He also said that the ads would not be designed for shock or sex values and that no one under 16 would be permitted to attend.

CANADIAN Highlights

By Harry Allen, Jr.

INDIAN MOVIES are an issue in Canada's third largest city, Vancouver. For many years they have been a fact in Montreal, and only this year became a fact in Toronto. Now the British Columbia Projectionists' Union is leading the fight to have city council in Vancouver hold a plebiscite on Sunday films. Thus far, their attempts failed. But both newspapers in the city are taking part in the fight, with support for Sunday films coming from Greater Vancouver Tourist Association, Vancouver Labor Council, and Vancouver Restaurant Association. Theatre patrons are being asked to sign petitions, with hope of 50,000 signatures to be collected. The mayor now states perhaps a vote is possible. He detected a straw in the wind. The union was once adamantly opposed to Sunday openings. That was before tv. In the past six years, 20 houses in the area have closed, leaving 36, with four to close by the end of the year. Two of these are downtown, which means the blight is spreading from the suburbs to the centre. There have been other Sunday activities in the town: baseball, Sunday symphonies and bowling.

R. W. BOLSTAD, vice-president of Famous Players Canadian Corp., was accorded the highest honor in the Canadian motion picture industry, the Pioneer of the Year Award, according to Frank Fisher, president of the Canadian Picture Pioneers. It will be presented at the annual award banquet to be held in the King Edward Hotel, Toronto, Nov. 27. Chosen by a panel of past Pioneer of the Year Award winners "for his contribution to the industry as a whole," Bolstad has had a long and busy career in the industry. His positions have included chairman of the Motion Picture Industry Council of Canada, president of the Canadian Picture Pioneers, and chief barker of the Variety Club of Ontario. He holds the Heart Award for Variety.

NEW PRESIDENT of the Canadian Motion Picture Distributors is Robert E. Myers, sales manager of Warner Bros. in Canada. He was elected to replace Gordon Lightstone, who resigned as general manager of Paramount in Canada. Hatton Taylor, general manager of Empire-Universal, succeeded Myers as vice-president. . . . A. J. Mason, Springhill, N. S., continues as president of Maritime Motion Picture Exhibitors, with F. Gordon Spencer, vice-president; Mrs. H. M. Nesbitt, Edmunston, N.B., treasurer; and Ellsworth Whittle, Wolfville, N.S., secretary. James McDonough, Halifax, N.S., is executive secretary; Fred Leavens, Halifax, succeeds Fred Gregor as Nova Scotia vice president; and S. A. Babb, Saint John, N.B., is another director. Bruce Yeo is vice-president for Prince Edward Island, and Murray Lynch, Halifax, is another director. . . . Doris Robert, president, Quebec Allied Theatrical Industries, theatre owners association, died in Granby, Que. He had headed the organization since 1956. Owner of the Palace and Ritz theatres in Granby, Robert, though still a young man, was active in the annual deliberations of the National Committee of Motion Picture Exhibitors Associations of Canada and the Motion Picture Industry Council of Canada as a delegate. . . . Toronto newspapers gave a large play to the squabble between resigned director Norman Robertson and Famous Players. No sympathies were expressed in either direction. . . . Astral Films has acquired three re-release exploitation programs produced by Albert Zugsmith. The three programs are slated for one-a-month release. They were originally distributed in Canada by MGM, but will be supported by a complete new campaign. . . . A cinema is planned for the projected \$90,000,000 three-building Place Victoria development in Montreal. Work will start in November on the first of three skyscrapers, which will be ready in 1964. . . . Almost 10,000 people paid \$9,000 into the Stratford Film Festival and helped the total gross of \$900,000 for all events offered by the Stratford Shakespearean Festival.

Exhibs Challenge Pay-TV

LITTLE ROCK—When the exhibitor legal challenge to the Arkansas Commission comes before Judge Guy Amsler on Nov. 15, the plaintiffs and the Public Service Commission will not introduce new testimony but will abstract portions of the testimony given at the Commission's hearings.

The Commission already has filed a routine answer to the exhibitors' complaints. Midwest Video does not plan to file and answer, and Southwestern Bell is undecided.

Informed sources held that the toll-tv action will eventually wind up in the Arkansas Supreme Court.

UA Ups Reiman

NEW YORK—Arthur Reiman has been promoted to the newly-created post of United Artists manager of the domestic sales and contract department, it was announced by James R. Velde, UA's vice-president in charge of domestic sales.

Reiman formerly was manager of UA's sales and contract department for the western division.

WB Survey Data To MPA

NEW YORK—Warner Bros. has deposited with the Motion Picture Association of America the complete collection of more than 15,000 survey cards turned in by members of paid audiences in 17 major cities at special advance performances of "Splendor in the Grass," Elia Kazan's controversial production. The survey is the first in the nation in which movie-goers have been polled on the issue of censorship.

The survey audiences responded to five questions: do you think children 16 or over should see "Splendor in the Grass"?; did you find anything censorable in the picture?; should Hollywood attempt themes as sensitive as this one?; what do you think of such special advance performances?; what do you think of the film?

Moscow Joins Prudential

MERRICK, LONG ISLAND, N.Y.—Joseph M. Seider, president, Prudential Theatres, announces the appointment of Robert M. Moscow, Atlanta, as managing director for Prudential's Oriental and Tower, Milwaukee.



LONDON Observations

by Jock MacGregor

COINCIDING with the Cinema Exhibitors Association setting up a sub-committee to consider the possibilities of organizing some form of resistance to toll-tv, Rank has presented the Choiceview System of Pay-TV with a demonstration at the Gaumont, Camden Town. Developed

in conjunction with Rediffusion, the equipment will be available to all operators whether working independently or in association with the group.

The system accepts programs over the air or by private wire and will offer the choice of two programs as well as the regular tv services. Payment is through a coin box after a viewing but before a further program can be received, or on credit through a meter which can be placed in an outhouse or garage for easy checking by the Choiceview representative without entering a house.

Choiceview can be used with any tv set. The unit incorporates a high degree of technical simplicity. It contains only one electronic tube, compared with six in certain American designs offering similar facilities, and no valve at all when a wired receiver is used. The company would offer movies, plays, sports events, local news, and religious programs, and now wants government approval for 2000 installations in a selected London area for a practical and extended test. This would provide the answers to the technical, financial, and sociological questions raised by pay-tv. The findings would be available to all interested parties.

THERE IS NO DEPRESSION at Paramount. Coinciding with meetings throughout the world, Russell Hadley, speaking on behalf of Fred Hutchinson who was on vacation, called the trade press to his office and said they were making a "positive statement of the intention of the company to stay in the motion picture industry," and issued an impressive lineup of titles. . . . Despite the claims that "West End Jungle" is a "serious documentary" and "honest and sincere film," I consider the censor was entirely right not to pass it for exhibition. The London County Council has upheld him, but a few provincial authorities have passed it with an "X-Adults Only" category for their areas. A spokesman at the press show hoped the press would support them in their efforts to get the film passed universally and announced that it would be shown to members at the Centre of Sound club. His appeal fell on stony ground. Few critics even mentioned it. Personally, I found this expose of how prostitution has been driven underground in London following the Street Offences Act well made but hardly uplifting.

FANNIE HURST's "Back Street" has never been a favorite with British critics and the Susan Hayward version proves no exception. The reviews, however, were in no way reflected in the extremely warm reception afforded it by the be-minked, evening dressed audience at the Odeon premiere in aid of the Printers' Pension Corporation. Criticism which really damned with faint praise has not put the public off "Fanny," which has built steadily so that its fifth Saturday was the best day of the entire run to date. Daily performances at 5 pm with matinees on Wednesdays and Saturdays have been introduced to cope with the demand. . . . Parking meters are being erected along Wardour Street—London's film row—where rumors are rampant regarding a potential bust up, personnel changes, and mergers. . . . The Damon Runyon Fund for Cancer Research of New York has donated the Variety Club of Great Britain \$5,000 towards its Cancer Research Scheme for Children. . . . The Streatham Boys' Club, the first to be built by the Variety Club with Isaac Wolfson's \$84,000 donation, was opened by the Mayor of Wandsworth on Oct. 17. . . . Passengers at Gatwick Airport had a surprise recently when three Flying Fortresses flew over in perfect formation before landing. Taken from scrapheaps in Arizona, the planes were reconditioned by Captain Crewdson of Film Aviation Services, Ltd., and brought over here to play an important part in Columbia's "The War Lover," which stars Steve McQueen, Robert Wagner, and Shirley Anne Field.

U.S., Soviet Study Film Deal

WASHINGTON—Following meetings here last fortnight between MPAA President Eric Johnston, USIA film chief Turner Shelton, MPAA vice-president Kenneth Clark, specialists from the State Department acting as advisers, and A. N. Davydov, president, Sovexportfilm; Boris Krylov, chief of the American section of Russia's State Commission for cultural relations with foreign countries; and U.S.S.R. advisors, it was "recognized as desirable" that the two nations should adopt all appropriate measures for expanding cooperation in purchase and sale of theatrical films, distribution and exhibition of theatrical films, exhibition of documentary films, exchange of delegations, conducting premieres, etc. It was understood, the report stated, that this entire subject would be discussed between the U.S. and U.S.S.R. regarding a new film exchange agreement.

The Soviet film representatives later left for Hollywood for a three-day stay.

Golden Urges U.S. Review Of Festival Participation

WASHINGTON—Nathan D. Golden, official U. S. delegate to the XXII Venice International Film Festival, in a report to Secretary of State Dean Rusk, stated that American participation at foreign film festivals should be reviewed, and that only top-quality films should be entered in competition and more star personalities should accompany them, if the U.S. is to achieve recognition commensurate with its true place among the film producing countries.

Golden termed the 1961 festival a "marked improvement" over the 1960 event. He reiterated that his recommendations made after the 1960 event called for a revamping of rules and regulations of fetes was in order as well as fete adherence to minimum standards and operating procedures.

"Spartacus" Trailers Sell "Second Wave"

NEW YORK—In an unprecedented post-release promotional effort more than a year after the initial American openings of "Spartacus," Kirk Douglas has just completed a series of special trailers to be used in American film houses even in advance of the conventional teaser trailer to call attention to the Bryna-UI production's upcoming showings of "Spartacus."

Importance attached to the exploitation innovation is indicated by the production personnel involved in making the trailer. David Miller, who directed Douglas' "The Last Hero," now titled "Lonely Are The Brave," handled the direction. Russell Metty, Oscar winner for his camera work on "Spartacus," directed lighting.

The trailers will be used for six weeks in advance of "Spartacus" openings.

The Douglas special trailer is part of a current follow-up international promotional push on "Spartacus." Termed a "second wave" selling campaign, the merchandising effort has been partially responsible for the film's steadily mounting box office figures in almost all situations.

As part of a general pattern of merchandising all American films, the Douglas promos all will end with actor-filmmaker saying: "Thanks for coming to the movies!"

La. Exhibs Reelect Slate

NEW ORLEANS—Louisiana Theatre Owners, at a meeting held on the final day of the TOA convention at the Roosevelt Hotel, re-elected the entire group of officers to serve for another year.

The top office is held by Levere C. Montgomery. Other officers are George Baillio, first vice-president; O. D. Harrison, second vice-president; Don Stafford, third vice-president; Mrs. S. A. Wright, secretary; and E. T. Calongne, treasurer.

Elected as directors are Kermit Carr, E. T. Calongne, Frank Lais, Don Stafford, Frank deGraauw, Philip Sliman, George Goodwin, O. D. Harrison, Donald B. Fiske, Edgar B. Hands, Charles Bazzell, Eric Pittman, George Baillio, E. R. Sellers, Doyle Maynard, and John Luster. Directors at large are T. G. Solomon, C. Clare Woods, Mrs. S. A. Wright, Jr., Earl Perry, L. C. Montgomery, and Maurice F. Barr.

Other business discussed was LATO convention for 1962, which is set to be held on June 10, 11, and 12 at the Fontainebleau Motor Hotel in New Orleans. Don Stafford was named chairman of the committee on arrangements.

Tax matters were discussed and George Baillio, chairman of the legislative and tax committee, and his aides are to report their finding and recommendations at the next meeting.

Miss Washburn To Filmgroup

BEVERLY HILLS, CALIF.—Susanne Chilton Washburn, former administrative secretary for the Republican national committee, Washington, D.C., has been added to The Filmgroup staff by Roger Corman, president.

Miss Washburn's first assignment will be to work with executive producer Gene Corman on "The Magic Voyage of Sinbad," which will be released in the United States by The Filmgroup. She is then slated to become executive assistant to Roger Corman following retirement to private life of Kinta Zertouche. Miss Zertouche, the wife of art director Daniel Haller, is expecting a baby.

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releases for 1962:

HOWARD HAWKS'
production of
HATARI!

and **JOHN FORD'S**
production of
**THE MAN
WHO SHOT
LIBERTY
VALANCE**

Einfeld Discusses Production Abroad

NEW YORK — Twentieth Century-Fox vice-president Charles Einfeld returned last week from Europe, where he met with production officials and company executives in London, Paris, and Rome regarding advance promotional and advertising plans for six of 20th-Fox's upcoming pictures currently filming or being readied for production in all parts of Europe.

In London, Einfeld conferred with producer Mark Robson about his production of "The Inspector," now completing shooting with stars Stephen Boyd and Dolores Hart. Also the executive discussed the shooting plans for Robson's newest production, "Nine Hours to Rama."

In Paris, Einfeld discussed "The Lion" which Samuel G. Engle will produce on location in Africa, starring William Holden, Capucine, Trevor Howard, and Rafer Johnson. He also met with producer-director Leo McCarey concerning his "Satan Never Sleeps," starring William Holden, France Nuyen, and Clifton Webb, which recently completed filming at London's Elstree Studios.

During the trip, Einfeld conferred with producer Darryl F. Zanuck regarding promo-



John Roach, Stanley Warner Theatres Philadelphia first run district manager, welcomes Virginia Grey to town to publicize Universal's "Back Street".

tional plans for "The Longest Day." Plans were projected for the multi-faceted advertising-publicity-exploitation campaign.

In Rome, Einfeld met with producer Walter Wagner and director Joseph L. Mankiewicz to map production and advance promotion plans for "Cleopatra," the Todd-AO attraction now before the cameras, starring Elizabeth Taylor, Richard Burton, and Rex Harrison.

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N.Y. Cinema Lodge Climaxes Fund Drive

NEW YORK—Joseph Josephson, an unaffiliated local film editor, was the winner of the Cadillac awarded by New York's Cinema Lodge of B'nai B'rith in the climax of its 1961 fund-raising drive on behalf of the B'nai B'rith agencies which saw the largest number of \$25 Contribution Share Certificates sold in the history of the Lodge—668—but short of the 750 goal.

Selection of the winner, who bought his certificate from Jack H. Hoffberg, Cinema Lodge vice-president, took place at a well-attended luncheon at the Hotel Astor. Consolation prizes of \$50 U.S. Savings Bonds went to Leonard Kaufman, David Deitz, Arnold Picker, and Benjamin Solomon.

Helping to select the winners were Rita Moreno, co-star of United Artists' "West Side Story"; Jan Crockett, New York television station WABC's Weather Girl; Geene Courtney, television and night club entertainer; Yardena, Israeli actress; and humorist Al Kelly. Max Youngstein and Cinema president Abe Dickstein presided, paying tribute to Joseph B. Rosen and Leonard Rubin, who were chairman and co-chairman of this year's successful drive.

Principal speaker at the luncheon was Monroe Feinberg, director of the New York regional office of B'nai B'rith's Anti-Defamation League, who discussed the John Birch Society and its recent Garden City meeting.

As an innovation this year, participants in the luncheon were afforded an opportunity to win valuable door prizes which included jewelry, luggage, a clock radio, and packages of records, with the donors including David Picker, Mickey Addy, Leo Jaffe, Irving Greenfield, Martin Levine, Marvin Kirsch, Robert K. Shapiro, Harry Finser, David Kapp and Ivan Mogull, Joseph Margulies, and Barbros Ltd.

Rabbi Ralph Silverstein, Cinema's chaplain, delivered the invocation.

Festival Lauds "Hoodlum"

CORONADO, CALIF. — "The Hoodlum Priest," a Murray-Wood Production starring Don Murray, was awarded "La Corona D'Oro" at the first annual Coronado International Festival of Films.

The surprise award — it had been announced earlier that none would be made — went to the United Artists release for a "courageous, public-spirited and creative independent American production."

The presentation of the citation was made by Arthur Knight, technical director of the festival, and accepted by Murray, who co-produced "The Hoodlum Priest" with Walter Wood.

Watch for them!

NEXT!
Indianapolis Territory
Issue of November 1
Omaha Territory
Issue of November 8

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Burtan E. Robbins

President

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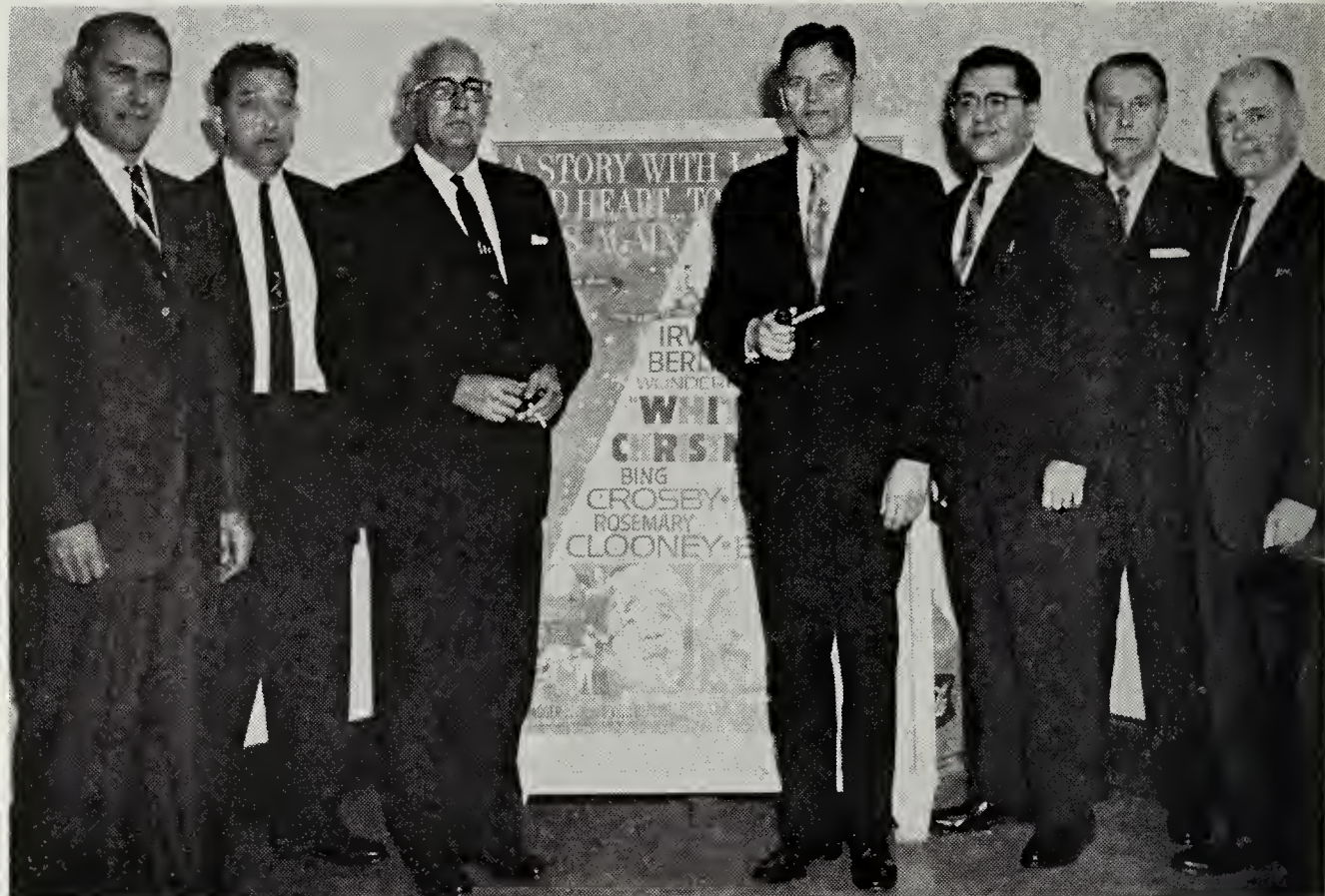
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Among exhibitors attending Paramount's recent "White Christmas" sales-merchandising-exploitation meeting at the Philadelphia exchange recently were, left to right, Bill Yurosko, Comerford Theatres; Gene Plank, Gerry Wallaston, Ward Kreag, and Jack Day, Fabian Circuit; Ed Chumley, Paramount branch manager; and Ed McGovern, Comerford Theatres

Para. Accounting Shifts

PHILADELPHIA—Edward G. Chumley, branch manager, announced that Paramount Film Distributing Corporation, as of Oct. 21, transferred the accounting functions of the local branch to the New York office. As far as sales and bookings are concerned, the Philadelphia branch will continue to conduct all other phases of business as in the past.

America Corp. Board Okays Rep. Merger

NEW YORK—America Corporation at a meeting of its board of directors voted to recommend to America's common stock holders the acceptance by them of the forthcoming exchange offer of one share of Republic common for three shares of America common recently approved by the board of directors of Republic Corporation, Gordon K. Greenfield, president of America Corporation, announced.

The action was conditioned upon an acceptance of the offer by at least 82 per cent of the holders of America's common stock, the percentage required in order to make the exchange tax free to America's stockholders.

America Corporation recently purchased from Victor M. Carter 265,420 shares of Republic's outstanding common stock, making it the largest single stockholder in Republic Corporation. Should the offer for tender become effected it is contemplated that America's present holdings will become treasury shares of Republic Corporation upon consolidation of intercorporate debt structure.

Currently America has 3,183,229 common shares outstanding, approximately one half of which are held by its own directors either directly or beneficially.

America Corporation announced consolidated net income for the first six months of 1961 that reached an all-time peak of an estimated \$798,129, or 21 cents a common share, as against \$673,711, or 15 cents a share for the same period of 1960.

Net sales of America Corporation for the first half of the year reached an estimated record \$16,536,133, as against \$15,640,499 for the like period the previous year.

Republic Corporation reported net earnings for the first six months of 1961 had reached an estimated \$1,275,010, or 54 cents a common share, as against \$1,003,077, or 40 cents a share for the same period of 1960.

Republic Corporation's net sales for the first half of the year were \$14,216,265, as against \$14,016,422 for the first half of 1960.

WRITE 'EM UP!

- Please list the shows which you ship back to the Exchanges in the Receipt Book.
- Our driver will sign your copy and take one with him.
- This aids in record keeping, and enables us to give YOU better service.
- If you need a Receipt Book, drop us a line.

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Formerly Highway Express Lines, Inc.

"How I Would Sell . . .

MR. SARDONICUS

Columbia Shocker From William Castle With New Gimmick

Judging by the trade reviews and my personal knowledge of Bill Castle's tremendous desire to produce pictures that will sell tickets at your boxoffice, may I emphasize that you can't miss by putting your best efforts behind "MR. SARDONICUS."

Since this energetic showman is noted for getting out in the field to help promote his pictures, you can be positive that he has already tested "MR. SARDONICUS" in at least two situations, and knows what the attraction will do. When you get your pressbook, rest assured that it won't contain any of those "Somewhere in your town, you'll find a camel" ideas.

Those of you who have played any of the William Castle pictures know that you can't ignore the built-in "gimmick" and still get maximum results. This time it's the MR. SARDONICUS PUNISHMENT POLL so, whatever you do, put this one to work for you. Reliable reports indicate that this is his best film effort so far, and the audience participation promotional device is designed to attract, and intrigue, an increasing number of movie-goers of all ages.

This unique showmanship idea works as follows: Each patron, on purchasing a ticket, is presented with a card bear-

An Exclusive SHOWMANALYSIS Prepared by—

E. C. (GERRY) WOLLASTON, City Manager
Fabian Theatres Corp., Harrisburg, Pa.



ABOUT THE AUTHOR • Gerry Wollaston was born in Costello, Pa., and left at an early age when the Austin flood washed away the town. He was educated through high school in Ridgway, Pa. Wollaston came to Harrisburg in September, 1929, to attend Beckley College and while there began part time work as doorman at the Colonial and Victoria Theatres in March, 1930. After college, he was appointed assistant manager of the State, then playing vaudeville. He began managing his first theatre, the Victoria, in 1933. Incidentally, the house is now a five and ten cent store. Wollaston served with

Wilmer and Vincent Theatres until 1944 when they were purchased by Fabian Theatres. He was promoted to city manager in 1945. He is married and the father of one son, presently attending Wharton School at the University of Pennsylvania. His hobbies are fishing, swimming, boating, and reading. Locally, he is active with Masonic Lodges, Exchange Club, Chamber of Commerce, and the Air Force Association. He is also active in a variety of civic and charitable projects. Wollaston supervises two theatres, the State and Colonial, along with connected commercial real estate. Occasional chores are performed in connection with the legislative and executive branches of the Commonwealth of Pennsylvania.



ing a drawing of a thumb jutting out from the other fingers of a hand closed in a fist. It's called the MR. SARDONICUS PUNISHMENT POLL BALLOT. Before they enter the theatre, patrons are instructed to hold their ballots inside a lobby display booth called the PUNISHMENT POLL ACTIVATOR which energizes the thumb print so it becomes visible in your darkened theatre auditorium. During the running of the picture, very near its ending, Castle will appear on the screen, interrupting the picture long enough to ask the audience to take part in the PUNISHMENT POLL, to let him know if they feel that SARDONICUS has suffered enough, or should be made to endure further unendurable misery.

GIMMICK for this Castle shocker is the Punishment Poll, and seen here is the colorful booth to be set up in the lobby for activation of the Punishment Poll ballots, all part of the Castle fun.

With fiendish glee, Producer William Castle asks you, the audience, to participate in the "Punishment Poll" conducted during the running of the film!



Right in your theatre seat, you have an opportunity to decide the fate of Mr. Sardonicus! Vote "Thumbs Up" for mercy or "Thumbs Down" for no mercy!



ANOTHER FRIGHTENING "FIRST" FROM THE SCREEN'S NO. 1 SHOCK-MAKER!

ANOTHER FRIGHTENING "FIRST" FROM THE SCREEN'S NO. 1 SHOCK-MAKER!



A fiendish innovation from Producer William Castle! *Right in your theatre seat-you*, the audience, vote for mercy or no mercy during the "Punishment Poll"!

Yes, you are offered an opportunity to decide the fate of the evil Mr. Sardonicus while the film is actually being shown!



Special ballots available FREE to all patrons!



A MAN SO EVIL...
HIS FACE
COULD STOP
A HEART!

COLUMBIA
PICTURES
presents

Mr. Sardonicus

starring OSCAR HOMOLKA RONALD LEWIS AUDREY DALTON
and GUY ROLFE as Sardonicus

Written by RAY RUSSELL · Produced and Directed by WILLIAM CASTLE
A WILLIAM CASTLE PRODUCTION

At this point he asks your patrons to hold up their luminous 'ballots' (facing the screen) in either of two positions: Thumbs up, a vote for letting him off easy, or thumb down, a vote for more horrible suffering. Castle, from the screen, seemingly takes a quick count, and the picture proceeds to its conclusion.

Of course, you know darn well that the dirty guy must continue to suffer and suffer as a result of the voting. There can be no other ending. Just don't forget that a certain number of your audience will assume that the ending of the picture is changed according to the poll. Caution your staff not to tell them otherwise.

It is important that you get to work on "MR. SARDONICUS" well in advance of your playdate, particularly in the lobby. The PUNISHMENT POLL ACTIVATOR BOOTH should prove to be an even more effective advance item than the "Coward's Corner" was for "Homicidal," so have it constructed and working for you at least two weeks before opening. Columbia has prepared a kit that is simplicity itself, but follow-through is absolutely essential. (Suggestion: If you haven't destroyed your "Coward's Corner," I believe the lithographed "Activator Booth" sheets are the same size, and will save even the minimum cost of a new booth. Lobby spots are available for use here and out front.

At the same time, release the prepared newspaper stories about the booth to your local papers. They're well done and you'll find that most editors like Castle's tongue in cheek approach. If you can plant a photo of a local personality trying out the "Activator," so much the better. In any event, a cut of the "Punishment Poll" card can be easily made up to illustrate one of the stories.

Most hobby and toy stores are now featuring reproductions of the human body with the various organs contained in a clear plastic casing in the shape of a man or woman. Perhaps one of them will feature this item in a window display with a sign reading, "Can You See William Castle's MR. SARDONICUS And Not Exhibit The Human Fears Shown Here?" Different colored ribbons should be run from the various parts of the body to smaller cards reading "Chicken-Hearted,"

LEFT, one of the ads that most appealed to our author. The same ad appears in the press book with either the copy seen or that shown above to explain the gimmick. BELOW, copy perfect for teaser ad or lobby blowup before playdate.

FOR THE FIRST TIME IN MOTION PICTURE HISTORY!


Right in your theatre seat,
YOU, the audience, will decide
the fate of the evil

Mr. Sardonicus

Vote "thumbs up" for
mercy, or "thumbs down"
for no mercy in the
"Punishment Poll"
conducted during the
running of the film!



**"Mr. Sardonicus"
Punishment Poll**
↑ This side UP for MERCY! ↓



IT GLOWS IN THE DARK!

↓ This side UP for NO MERCY! ↓
**"Mr. Sardonicus"
Punishment Poll**

**Special ballots available
FREE to all patrons!**

VOTE! VOTE! VOTE!

THUMBS UP! or THUMBS DOWN!

FOR

"MR. SARDONICUS"

AT THE

STATE THEATRE

"Lily-Livered," "Rubber in the Legs," "Clammy Hands," etc. We've been quite successful in recent months with paperback book promotions, and recommend that you contact a local wholesale distributor about Ballantine Books' "Sardonicus and Other Stories" (MR. SARDONICUS is plugged on the jacket). A rack of these on sale at the concession stand makes an ideal advance display besides bringing in additional revenue. Promotional material is available and the distributor will usually banner his trucks.

Also, you might be as surprised as we were to find a William Castle Fan Club in your area. They're great boosters for his films, and it might be worth a special screening. They'll participate to an amazing degree in exploitation of any kind.

If your newspaper budget will permit teaser ads, I would certainly use them with copy along the lines of: *VOTE! VOTE! VOTE!, THUMBS UP OR THUMBS DOWN!, "MR. SARDONICUS," FREE BALLOTS TO ALL PATRONS OF THE STATE THEATRE.* You might also consider the same copy for use on window cards or small give-away cards.

Columbia has a good selection of all size ads. However, I recommend additional copy in the smaller ones such as, *BALLOTS THAT GLOW IN THE DARK—FREE TO ALL PATRONS.* Of the larger ads, we particularly like numbers 303 and 402.

Both radio and television are almost a must. Bill Castle puts a lot of personal effort and attention to detail into the commercials and they are very effective. Make sure the TV spots are within, or adjacent to mystery and action shows for best results. As for free time on both mediums, you have plenty to talk about with your DJ's and interviewers. We hope you'll plan to visit them personally and make the most of it.

Columbia's Merchandising Manual on the picture is loaded with suitable interview material and contest suggestions, and there is a tv trailer available FREE, featuring Castle explaining the Punishment Poll and Activator Booth. Many local TV stations are now featuring old horror movies a couple of nights a week on their late shows, coupled with a live M.C. in costume, who keeps getting into the picture and also doing the commercials. This is a perfect spot for you to appear with the booth and the tv trailer. If you do have a William Castle Fan Club, you'll find that the M.C. will be glad to have them, too. You might even make him president of the organization.

Don't neglect the front of your theatre. It really sells tickets. All paper and other accessories are readily adaptable, and we'd suggest a silhouette of either Castle or Mr. Sardonicus on the attraction.

Get enthused about "MR. SARDONICUS," and make sure your staff is in the same frame of mind. You'll get a kick out of the results, and so will they.

ABOVE, a simple card that can be prepared as a handout and distributed away from the theatre. BELOW, two stills, one featuring the irrepresible Castle and the other illustrating one of the chilling scenes from the picture.



IT'S "VINE ST.'S"
CHARITY SHOW of the YEAR!

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*Theatre Installations
and Maintenance*

**Para., Col. Combine
Free China Operation**

NEW YORK—Paramount Pictures and Columbia Pictures will share the services of a single staff in operating their sales and distribution operations in Taiwan, Free China, effective Oct. 30, it was announced jointly by James Perkins, president of Paramount International Films, Inc., and Mo Rothman, executive vice-president of Columbia Pictures International.

Under the arrangements, Andrew T. Fan, currently manager for Paramount Films of China, will be appointed manager also for Columbia Films of China. A single staff will be set up from among persons now employed by the two companies.

While the one staff will handle the operations of both companies from one headquarters, each firm will maintain its own identity and the releases of each company will bear, respectively, the Paramount or Columbia trademarks.

Harrison Suit Near Trial

NEW YORK—Examination of individuals before trial is expected to start soon in a suit for \$4,500 damages filed by P. S. Harrison, former editor and publisher, Harrison's Reports, which he sold in July, 1959, under an agreement which committed the publication to pay Harrison \$50 weekly for life after he disposed of it.

It is argued by the defendant that the agreement has been violated when Harrison's name was used on a new film review service published by the plaintiff in California.

Indiana Allied Sets Meet

INDIANAPOLIS—The annual meeting of Allied Theatre Owners of Indiana will be held at the Marott Hotel here on Nov. 13-14.

In lieu of a banquet, this dinner-meeting will be open to all members and guests who wish to attend. The convention will open at nine a.m., with the morning session devoted to association business, clinics, and new business. Following luncheon, the afternoon session will include guest speakers and programs for business building.

**U-I Shifts Two Branches
To Rosen Supervision**

NEW YORK—To provide its exhibitor customers with better service and to establish a closer supervisory liaison with the regional sales executives and the home office sales cabinet, effective Oct. 29, Universal will shift the supervision of its Buffalo and Pittsburgh exchanges to Joseph B. Rosen's eastern region, from P. F. Rosian's midwest region, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager.

With the additions, Rosen's region will consist of the New York, Boston, Philadelphia, Pittsburgh, Buffalo, Washington, Albany, and New Haven exchanges.

With the shift of the two exchanges, Rosian's exchanges will be Atlanta, Chicago, Detroit, Charlotte, Cincinnati, Cleveland, Indianapolis, Jacksonville, and Milwaukee.

Al Kolkmeier is Pittsburgh sales manager and Ike Ehrlichman is Buffalo sales manager.

**"Breakfast" In Boston
Breaks House Record**

BOSTON—In a stunning victory for his policy of "the proper picture for the proper theatre with the right surroundings," and a house which has had 10 previous owners and was built single handedly from an art house to a class first-run deluxe theatre, Ben Sack announced an all time record for the Capri has been set here with "Breakfast at Tiffany's" (Paramount), which drew lines for three blocks. The picture jumped to a lofty gross of \$30,000, smashing the previous \$16,000 house record held by "The Horse's Mouth" by a margin of almost 100 per cent.

The performance of "Breakfast at Tiffany's" at the Capri had Boston agog. With five openings on Thursday, Oct. 12, in Boston, the 860-seat house outgrossed every other theatre by \$1,100 on opening day.

Sack, president of Sack Theatres, operating the Capri, said: "When I phoned the gross into New York, they couldn't believe it." "Breakfast at Tiffany's" was backed by a tremendous campaign, conducted by Arnold Van Leer, Paramount field exploitation head here, which included everything down to serving breakfast at the theatre. Breakfast is served from 9 a.m. to 11:30 with "French" maids, demitasse and petit doughnuts from Dunkin' Donuts, a tie-in. In a first of its kind, Van Leer set up a contest, sponsored by Kay Jewelry stores distributing entry blanks. "Name the world's most famous diamonds, their weight and origin." First prize is a diamond ring; the runners up will receive breakfast free for one week at the Sheraton Plaza Hotel.

The Capri, formerly a legit house, the old Copley, has had 10 previous owners, and in its history as a film theatre has never grossed anywhere near the record breaking take of "Breakfast at Tiffany's" first week.

Sack took the theatre over from Richard Davis, who had operated it as an art house, and then spent \$240,000 to completely remodel it with a new front, new marquee, new seats, and lobby, which is also an art gallery.

The advertising campaign for the picture was on the avant garde side and featured "kooky" illustrations. The audiences were 90 per cent young couples, proving that the advertising was geared in the right direction. At the Capri, the house is being spilled in five minutes out on the Stuart street side while the new audience comes in through the lobby on the Huntington avenue side.

Sack, who subscribes the success of "Breakfast at Tiffany's" at his theatre to his policy of "the proper picture for the proper theatre with the right surroundings," says exhibitors now have to "offer greater inducements to get people away from television." His policy pays off, he points out.

At his Gary, on "Guns of Navarone" in 15 weeks, he said, the house averaged over \$19,000 a week; at the Beacon Hill, "Never on Sunday" averaged \$8,200 a week for 24 weeks. "Fanny" at his Saxon gave Warner Bros., he said, "one of the biggest grosses they took out on the picture in 13 weeks."

Tunis Joins Seven Arts

NEW YORK—Harold D. Tunis has been appointed midwest division account executive for Seven Arts Associated, effective immediately, it was announced by Robert Rich, vice-president and general sales manager.

Tunis, in broadcasting for 20 years, formerly was executive producer of a children's tv film series.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September), it is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined, the every second week yellow paper SERVICE SECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen. Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



SECTION TWO OCTOBER 25, 1961
VOL. 66, NO. 20

COLUMBIA

Valley Of The Dragons (612)

MELODRAMA
79M.

Columbia

ESTIMATE: Mild meller for duallers.

CAST: Cesare Danova, Sean McClory, Joan Staley, Danielle De Metz, Gregg Martell, Gil Perkins, I. Stanford Jolley, Michael Lane, Roger Til, Mark Dempsey, Jerry Sunshine, Dolly Gray. Produced by Byron Roberts; directed by Edward Bernds.

STORY: As adventurers Cesare Danova and Sean McClory prepare to duel in the Algerian desert, a terrific wind and earthquake strike, sweeping all life but these two into oblivion. They find the desert is now a lush green valley, with strange birds. They fight off ape-like men and become fast friends as they realize their need for each other. They decide that a comet struck earth a glancing blow, carrying away a fragment of earth. Eons ago, it hit earth also and the animal life of that period continued their evolution. They discover some people living in caves, but they are attacked by a mastodon. Danova falls into the river and is swept away. He is rescued by river-people, enemies of the cave people, and is attracted to Joan Staley. He teaches her English. McClory joins the cave people and finds love with Danielle De Metz. The cave people capture Staley, and McClory learns through her that Danova is alive and well. He returns her to her people, but an earthquake and volcanic eruption traps the cave people. The river people come to their rescue a Danova finds chemicals that enable him to make gunpowder to drive away the beasts attacking the caves. The two tribes are now friends, and Danova and McClory try to figure out a way to return to earth with the women they love.

X-RAY: This unbelievable yarn, supposedly based on a Jules Verne story is strictly for the duallers. Special effects are rather tame and repetitious, and acting, directing, and production are just fair. Where patrons are undemanding, it may get by on the program, and the action, such as it is, could satisfy the kids. Many of the story points are left dangling, but it is unlikely that many will mind, since the whole thing is rather pointless anyway. The composure of the two adventurers swept off their planet to a world of the past injects some unintended humor. Chalk it up as matinee stuff for the kids and early teens. Story is by Donald Zimbalist. Alfred Zimbalist is listed as executive producer.

TIP ON BIDDING: Program rates

AD LINES: "Swept Into The Savage World

Of The Past, They Matched Their Modern Minds Against Primitive Danger"; "The Shock Of A Lifetime As The Past Becomes The Present."

MGM

King Of Kings

Drama
163 M.

(plus intermission)

MGM
(Technirama 70)
(Technicolor)

ESTIMATE: High rating biblical epic.

CAST: Jeffrey Hunter, Siobhan McKenna, Hurd Hatfield, Ron Randell, Viveca Lindfors, Rita Gam, Robert Ryan, Carmen Sevilla, Brigid Bazlen, Harry Guardino, Rip Torn, Frank Thring, Guy Rolfe, Maurice Marsac, Gregoire Aslan, Royal Dano, Edric Connor, and George Coulouris. Produced by Samuel Bronston; directed by Nicholas Ray.

STORY: This tale of a people oppressed by Roman conquerors and their puppets is familiar the world over. The film shows how they are delivered the son of God in the form of Jesus, his crucifixion, and the attendant birth of religion which has endured through the ages.

X-RAY: "King of Kings" is highly effective screen entertainment, wonderfully photographed, ably acted, and superbly directed amidst eye-filling and satisfying production. The story line has been tailored so that it presents a broad image and picture of the conditions surrounding the birth and growth of Jesus in a time that seemingly needed his arrival. Highlights selected from the biblical descriptions are interestingly presented and portrayed. There's action, dramatic impact, and believable religious themes to attract the viewer in addition to the story of Jesus. The latter is competently portrayed by Jeffrey Hunter, with fine reflective reverence, and he is surrounded by others who make their characters come alive. Particular mention should be made of the work of Siobhan McKenna as the Virgin Mary, Hurd Hatfield as Pontius Pilate, Ron Randell as the unwilling Roman captain, Harry Guardino as Barabbas, Viveca Lindfors as Claudia. The dialogue is simple, eloquent, and emotional. It looks as though MGM has another winner with a vast audience waiting and probably willing to pay the prices for reserved seats, which is the policy of presentation. Much of the credit for the excellence of the presentation must go to Ray and Bronston as director and producer respectively, and to the comprehensive screenplay by Phillip Yordan. The Spanish countryside where the tale was filmed is realistically proper.

TIP ON BIDDING: Higher rates.

AD LINES: "The Story Known The World Over"; "The Story of Christ And His Spoken Word."

Complete back seasons of these pink reviews sections are available to subscribing theatres at 52¢ per set.

20th-FOX

7 Women From Hell (140)

MELODRAMA
88M.

20th Fox
(CinemaScope)

ESTIMATE: Exploitable programmer.

CAST: Patricia Owens, Denise Darcel, Cesar Romero, Margia Dean, John Kerr, Yvonne Craig, Pilar Sourat, Sylvia Daneel, Richard Loo, Evadne Baker. Produced by Harry Spalding; directed by Robert Webb.

STORY: When the Japanese invade the island of New Guinea in 1942, they take a number of prisoners including Patricia Owens, an Australian member of a scientific expedition; Yvonne Craig, a pregnant American girl, who is torn from her husband as they are imprisoned in separate compounds; German-born widow Sylvia Daneel; American Margia Dean; French girl Denise Darcel; Pilar Sourat, oriental nurse; and American Evadne Baker. They are subjected to indignities but conform to the rules and regulations laid down by the Japanese. They dig a tunnel near the fence to enable Craig to see her husband, but he is shipped out with the men before she can take advantage of the tunnel. During an Allied bombing raid, Craig starts to have her baby but despite assistance of a friendly Japanese doctor, whose wife is in an American internment camp, the baby is born dead. The relatively humane camp commander is killed during the raid and his post is taken over by vicious Richard Loo, after which conditions worsen. When a guard tries to attack Owens, she stabs him. The doctor gets her and the other women away from the camp but is killed by waiting soldiers, who have set a trap. Dean is captured, but the others get away into the jungle. Dean is tortured and dies as the Japs prepare to evacuate the camp. Darcel and Baker die when the pursuers ignite a field and fire blindly into it. The others continue through the jungle and come across wounded American pilot John Kerr, who sets them off in the right direction. He dies of his wounds. Sourat is wounded in a battle with a couple of Jap soldiers, who are killed by Owens with Kerr's gun. The gunfire attracts Dutch-German planter Cesar Romero. He takes the women into his home and makes a play for Daneel, asking her to remain with him while he tries to get the others away. Daneel discovers that he has been working with the Japs and that he plans on turning her friends over to them, whereupon she kills him after throwing him over the side of his boat. The girls head the boat down river and are eventually rescued by advancing American forces.

X-RAY: Once again, attractive women are tied in with Japanese atrocities in a wartime prison camp, and the result is a fairly interesting film that can be exploited. It features commonplace performances, adequate direction, and average production. Although the names of Cesar Romero and John Kerr are prominently featured, both appear for very



few minutes on screen. The screenplay is by Jesse Lasky, Jr., and Pat Silver. It could do okay as part of the program.

AD LINES: "Women Driven To Shames Worse Than Death By Barbarian Conquerors"; "The Truth About 'Those' Camps And The Barbed Wire Nightmares."

UNITED ARTISTS

Judgment At Nuremberg

DRAMA
189 M.

United Artists
(Kramer)

(Filmed in Germany and Hollywood)

ESTIMATE: Highly interesting, well-made court room drama has names.

CAST: Spencer Tracy, Burt Lancaster, Richard Widmark, Marlene Dietrich, Maximilian Schell, Judy Garland, Montgomery Clift, William Shatner, Ed Binns, Kenneth MacKenna, Werner Klemperer, Alan Baxter, Torben Meyer, Ray Teal, Martin Brandt, Virginia Christine, Ben Wright, Joseph Bernard, John Wringraf, Karl Swenson, Howard Caie, Otto Waldis. Produced and directed by Stanley Kramer.

STORY: Spencer Tracy, an ex-judge from Maine, is named to head a tribunal of judges which is to preside at the trial of four ex-judges, who are accused of committing crimes against humanity under the Nazi regime. Prosecutor Richard Widmark presents a damning case against ex-judge Burt Lancaster and the others, while Maximilian Schell ably acts as defense counsel to a reluctant Lancaster. Tracy tries to be fair and impartial and a plea of not guilty is entered for Lancaster, who refuses to enter any plea at all. In his off-hours, Tracy becomes friendly with Marlene Dietrich, widow of a German general executed after the first war crimes trial and in whose former home he is billeted. Montgomery Clift is presented as a prosecution witness who was sterilized with court sanction, but Schell breaks him down on cross examination. Judy Garland is presented as another prosecution witness who was involved in a trial wherein an aged Jewish friend was sentenced to death. At this point, Lancaster breaks his silence to admit he knew he was doing wrong in going along with the Nazis and that the German people knew of the atrocities practiced by the Hitler forces. He opines that he was perhaps the worst of all for not putting up a fight. Meanwhile, pressures crop up as hostile Russia starts to act up, and many begin to think it is wrong to continue with the trials which could antagonize the German people who will be needed in a showdown with Russia. Widmark refuses to bow to suggestions he be lenient, but he does agree to let the court fix the judgment instead of asking the extreme penalty. Tracy too refuses to bow to pressure, and he finds the defendants guilty. They are given stiff jail sentences. Lancaster congratulates Tracy before he leaves on his verdict and indicates that he was sorry. He also expresses the belief that all the defendants will be released from jail before their terms are completed.

X-RAY: Some people who view this entry will think it one of the best of the serious motion pictures turned out in some time. Others may not be as enthusiastic, perhaps because of the length for one thing, although they'll think the end result is impressive and absorbingly entertaining at times. The in-court by-play and the out-of-court background build-up all contribute to the film's stature, as does the excellence of performance by all concerned and the quality direction and production. Whether the subject matter and the uncovering of wounds that have festered for many years will be of sufficient interest to draw people in at advanced admissions is something that time will tell. The on-the-scene filming in Germany adds to the value of the presentation. There is no doubt but that the "names" of the cast will be of proven value, and many will be surprised

by the characterizations of some of the cast members, particularly Burt Lancaster and Judy Garland. Particularly impressive is the work of Spencer Tracy, Maximilian Schell, and Montgomery Clift. The quality of the intended selling campaign will do much to enhance the film and the result at the box-office. The screenplay is by Abby Mann.

TIPS ON BIDDING: "A Film That Will Be Long Remembered"; "A Startling Experience In Theatregoing."

FOREIGN

Call Me Genius

COMEDY
105M.

Continental
(British-made)
(Technicolor)

ESTIMATE: Cute comedy.

CAST: Tony Hancock, George Sanders, Paul Massie, Margit Saad, Gregoire Aslan, Dennis Price, Irene Handl, Mervyn Johns, Peter Bull, John Le Mesurier. Directed by Robert Day; produced by W. A. Whittaker.

STORY: Tony Hancock, one of thousands of office workers in London, gets fed up with his routine and chucks it all to go to Paris, where he feels he can give vent to his artistic leanings. There he becomes friendly with English artist Paul Massie, who invites him to share his studio. He makes observations about art which are so utterly nonsensical that they are accepted as gospel and his child-like daubing is accepted as a new form of art. He is proclaimed a genius. Massie becomes discouraged with a lack of recognition and goes back to London, leaving his paintings with Hancock to do with as he pleases. One day, art connoisseur George Sanders arrives to see Hancock's works and mistakes the Massie paintings as his. He is overwhelmed by the quality of the paintings. He plans to represent Hancock and also to hold an exhibition. Hancock protests but to no avail, and he finally goes along. The exhibition is a success. Following this, he is invited by Greek shipping millionaire Gregoire Aslan aboard his yacht, where he is pressured into doing a marble statue of Aslan's wife, Margit Saad, after Aslan buys up all of his paintings. The statue is a modernistic flop, and he leaves for London in a hurry where Sanders has arranged another exhibition. He contacts Massie, who has changed his style because of Hancock, and he substitutes Massie's paintings for his which Sanders never saw. At the opening, he reveals that Massie is the artist who should be honored and whose paintings are once again acclaimed by Sanders and the others. Hancock returns to his own style, convinced that he's right and everyone else is wrong.

X-RAY: This moves at a rapid pace and contains a couple of cute situations and humorous gags, with the use of color giving it a lift. The cast is proficient while the direction and production are good. It could amuse art house patrons as well as those in standard situations. Where a lightweight supporting feature is needed, this could be the answer. The screenplay is by Alan Simpson and Ray Galton, based on a story by Tony Hancock, Simpson and Galton.

AD LINES: "An Amusing Spoof With Fun For All"; "Tired Of Your Daily Routine? Then Get A Lift With This Fun Fest"; "The Best Way To Chase Your Blues Away."

The Devil's Eye

FANTASY
90M.

Janus
(Swedish-made)
(English titles)

ESTIMATE: Import should satisfy the Ingmar Bergman fans.

CAST: Jarl Kulle, Bibi Andersson, Axel Du-berg, Nils Poppe, Gertrud Fridh, Sture Lagerwall, Stig Jarrel, Gunnar Bjornstrand. Directed by Ingmar Bergman.

STORY: Devil Stig Jarrel has a sty in his eye in Hades, and his chief advisors inform him

that his pain and condition can be eased by the taking of a young woman's chastity, which is a challenge to the forces of hell. Satan chooses to send Jarl Kulle (Don Juan) to earth to seduce a young virgin, and he is accompanied by his servant, Sture Lagerwall. They are both invited into the vicarage of Nils Poppe, whose daughter, Bibi Andersson, becomes the object of Kulle's intentions. Poppe's wife catches the eye of Lagerwall and he tries to seduce her. Kulle fails and the demon sent to keep an eye on him is imprisoned by Poppe, who is determined to get the secret he knows. Satan forces Kulle to listen to the happenings at the girl's wedding, and his sty suddenly disappears as they celebrate their wedding on their first night together.

X-RAY: Once again, Ingmar Bergman comes through with some screen fun and subject matter that are different and mark his films as unusual. The part of the movie-going audience that is awaiting all of Bergman's films should react in appropriate fashion, and those who have expressed a desire to see his past efforts should want to include this one in their collection at the art spots. There is a certain amount of charm to be found, as well as capable performances, and good direction and production. Bergman wrote the fantasy screenplay.

AD LINES: "Ingmar Bergman's Latest Film Is His Most Unusual"; "The Devil's Emissary Tries To Undo A Chaste Maiden And The Result Is Screen Chaos."

From A Roman Balcony

DRAMA
84 M.

Continental
(Italian-made)
(English titles)

ESTIMATE: Sexy entry for art spots.

CAST: Jean Sorel, Lea Massari, Jeanne Valerie, Rik Battaglia, Valerie Ciangottini, Isabelle Corey, Paole Stoppa, Marcella Valeri. Directed by Mauro Bolognini; produced by Paul Graetz.

STORY: Jean Sorel is the youthful father of an illegitimate son born to young Valerie Ciangottini, who lives in the same apartment house in Rome. Sorel tries to get a job but a lack of education or specific skill makes this virtually impossible. He has visions of raising enough money to buy a stall in the market and of marrying Ciangottini. He interrupts his job, seeking to have a fast romantic fling with childhood friend Jeanne Valerie, who has turned to prostitution. While stopping in to see shady lawyer Paolo Stoppa, Sorel sees an unattended corpse lying in state in an apartment across the way and notes that a valuable ring has been left on the corpse's fingers. Stoppa, to get rid of him and so he can devote his attentions to Valerie, sends him to a job as a trucker's assistant to Rik Battaglia, who works for a crooked olive oil company. Sorel becomes involved with Lea Massari, mistress of the head of the oil company. He tells her of his dreams, and when she leaves him, she gets the needed money and gives it to Battaglia to give to Sorel so he might make his dreams come true. The crooked driver only gives him a token amount and sends him on his way. As night comes along and Sorel heads home, he stops at the apartment of the dead man and removes his ring, which will enable him to buy the stall and marry his girl.

X-RAY: Dealing with the seamier side of existence in Rome and with heavy emphasis on sex, this entry is interesting for the most part. Since the cameras cover much of the action out of doors, a revealing picture of Rome and its suburbs is to be found here. The acting is good, and the direction and production are capable. Those in the art situations who like their films spicy and a bit off-beat should appreciate this import. The screenplay is by Alberto Moravia and Pier Paolo Pasolini based on Moravia's "Roman Tales" and "New Roman Tales."

AD LINES: "A Glimpse of Life Behind The Balconies of Rome"; "An Absorbing Roman Interlude."

The Mark

DRAMA
127M.

Continental
(Filmed in England)
(CinemaScope)

ESTIMATE: Fine, off-beat drama.

CAST: Maria Schell, Stuart Whitman, Rod Steiger, Brenda De Banzie, Donald Houston, Donald Wolfit, Paul Rogers, Maurice Denham, Amanda Black, Marie Devereaux. Produced by Raymond Stross, directed by Guy Green.

STORY: Stuart Whitman, a young Canadian, is released from a British jail after serving three years for allegedly attacking a child and after undergoing group therapy under the guidance of psychiatrist Rod Steiger, who agrees to his release because he has made sufficient progress in overcoming the mental illness that caused his action in the first place. He never actually attacked the child, but he did abduct her for a brief period. He gets a job with Donald Wolfit through Steiger, and with Wolfit aware of his background and problem. His private secretary, Maria Schell, is aware that he was in jail but not the reason for it. She is a widow with a 10-year-old daughter, Amanda Black. Schell helps him and they become quite friendly, but he is afraid that to get involved might prove that he wasn't quite ready for adult feminine companionship. His continued conferences with Steiger give him the needed confidence, and he progresses both with the job and Schell until he proves himself in both situations. When a child is attacked by a man resembling his description, he is taken in by the police for questioning. An alibi soon eliminates him as a suspect. A reporter, Donald Houston, who covered his original case, latches onto him and continues to check on him. When Schell asks him to take her daughter to a carnival, Houston takes his picture and runs the story with his photo and background in the paper. Whitman is fired from his job, and even Schell shrinks from him. Steiger convinces him that all is not over and that he should make a fresh start in another city, which he reluctantly agrees to do. One day, he finds Schell awaiting him at his apartment door explaining that she visited Steiger a number of times, and he convinced her that Whitman was indeed all right. If he still wants her, she is ready to join him. He accepts both her and the challenge for the future.

X-RAY: This drama of a man who had a mental condition that brought jail and disgrace to him is an absorbing film that commands and holds attention throughout. The subject of child molestation is tastefully handled, if such a subject can be tastefully handled, and the probing via expert script, direction, and production lays bare a man's mind and soul and then puts it together in improved fashion for a morally uplifting conclusion. The acting by all concerned is in the better category, with particular praise due the efforts of Stuart Whitman, Rod Steiger, and Maria Schell for making the make-believe most realistic. Perhaps, adults in the art and specialty spots will best be served by the entry, which can indeed be classified as high rating. The screenplay is by Sidney Buchman and Stanley Mann, based on the novel by Charles Israel.

TIPS ON BIDDING: Higher rates for the specialty houses.

AD LINES: "An Adventure In Suspense"; "A Drama That Won't Soon Be Forgotten."

Night Affair

MELODRAMA
92M.

President Films
(French-made)
(English titles)

ESTIMATES: Okay mystery for art spots.

CAST: Jean Gabin, Danielle Darrieux, Nadja Tiller, Paul Frankeur, Hazel Scott, Robert Manuel, Robert Berri, Roger Hanin, Harold Wolff. Directed by Gilles Grangier; an Orex Film Production.

STORY: When the owner of a Paris night club is murdered, inspector Jean Gabin is assigned to cover the case, as are men from other sections, with the Commissioner push-

ing for a rapid solution. Gabin discovers that the dead man's girl friend, Nadja Tiller, was dependent on him for dope, but the identity of the killer is not easily come by. The trail leads to Danielle Darrieux, who owns a pharmacy and who knew the dead man. Gabin is more than routinely attracted by Tiller, and when the latter disappears, he finds her virtually a prisoner in Darrieux' home under the influence of narcotics. It turns out that Darrieux killed the club owner when he was throwing her over for Tiller, and Gabin persuades her to give herself up, confident that a French jury will not convict her in a crime of passion. He takes Tiller away after she agrees to try and break the drug habit in a sanitarium. They intend to face the future together.

X-RAY: While this has ingredients that should attract art house patrons in the form of the cast, consisting of Jean Gabin, Danielle Darrieux, and Nadja Tiller, as well as several appearances by Hazel Scott as a night club performer, still it loses much when a poor and involved script is used to tie together a number of loose and involved sequences. The acting, direction, and production are fair. The story is based on a novel by Jacques Robert.

AD LINES: "A Thriller About Paris After Dark"; "An Inspector Takes More Than A Passing Interest In A Beautiful Murder Suspect."

The Pure Hell Of St. Trinians

COMEDY
94M.

Continental
(English-made)

ESTIMATE: Frolic for fans of English farce. CAST: Cecil Parker, Joyce Grenfell, George Cole, Thorley Walters, Eric Barker, Irene Handl, Sidney James, Dennis Price, Raymond Huntley, Lloyd Lamble, Liz Fraser, Elwyn Brook-Jones, Nicholas Phipps, Cyril Chamberlain, Harold Berens, Julie Alexander, Ann Wain, Gilda Emmanuelli, Sally Bulloch. Produced by Sidney Gilliat and Frank Launder; directed by Frank Launder.

STORY: The little fiends and curvaceous upper-graders from St. Trinians are on trial for burning down the school. The Ministry of Education and local law enforcement officers are overjoyed at the prospect of an end to the trouble caused by the students. Only marriage broker George Cole is unhappy as the graduates were his best customers. The tide is reversed as mysterious professor Cecil Parker pleads that students be given another chance. The judge, blinded by the charms of student Julie Alexander allows the school to set up shop in a nearby villa under Parker's supervision. Parker is actually fronting for a gang that intends to sell the girls to a Middle East Sultan as wives for his sons. Police Sergeant Joyce Grenfell, whose wedding to Police Superintendent Lloyd Lamble is postponed by the reopening, is assigned to stow away on a ship ostensibly taking the girls on a study tour of Greece. Also aboard is Cole, protecting his interests. Grenfell wires their position to Lamble before she is discovered and set adrift with Cole and Parker. The Ministry team sent out to rescue the girls are forced to parachute into the sea by the little monsters from St. Trinians who decide to rescue their older classmates themselves. Finally the rescue is effected in a mad battle at the Sultan's palace. The girls get a hero's welcome in England, and peace is restored. Just as Grenfell and Lamble are being married, news arrives that the school is on fire again.

X-RAY: The insane antics of the little monsters from St. Trinians get another screening in this wild comedy. The grownup brigade, led by the wonderfully sly Cecil Parker and delightful Joyce Grenfell, do their best to keep the laughs coming. However, many of the incidents appear forced. There is a decidedly large group of fans for English comedies of this type, and they should be happy with this one as well. The beastly children do manage to evoke a few chuckles when given the chance, but the bulk of the work falls on the adults' shoulders. Capable as they are, they have some trouble overcoming script deficiencies. Where others in the St.

Trinians series based on the cartoons of Ronald Searle did well, this will have a pre-sold audience. Elsewhere, it may misfire. The screen is filled again with the wonderful English political and law enforcement types that abound in such films, and they provide a good deal of the fun.

AD LINES: "The Monsters From St. Trinians Are Back And Their Pure Hell Is Your Pure Fun"; "Laugh Again As The Maddest Lot Of Students Ever Assembled Make A Shambles Of British Politics And Education."

The Risk

DRAMA
81M.

Kinglsey International
(English-made)

ESTIMATE: Okay entry for the art spots.

CAST: Tony Britton, Virginia Maskell, Peter Cushing, Ian Bannen, Raymond Huntley, Thorley Walters, Donald Pleasence. Produced and directed by Roy and John Boulting.

STORY: When the scientific team headed by professor Peter Cushing discovers a serum which could stamp out bubonic plague in the areas of the world where it still runs rampant, government bureau head Raymond Huntley forbids publishing the results and formula because it could easily be turned against England by certain other powers if they were to reverse the formula. The scientific lab is placed under government security. Lab workers Tony Britton and Virginia Maskell resent the action, and their tensions aren't lightened any by their feelings for one another. She is living with crippled Ian Bannen, who lost both arms in Korea and who is otherwise in poor physical shape. They were engaged before he left on military duty, and she feels obligated to stay with him. Bannen resents everyone, and arranges for spies to be informed about the formula, after which they go to work on Britton and persuade him that the formula should be shared by scientists everywhere. Bannen, revolted by everything, commits suicide. Security agents get to Britton before he commits himself and persuade him to set a trap, which nets the enemy agents as they are copying dummy papers. When things settle down, it is presumed that Britton and Maskell will wed.

X-RAY: There are a few moments of suspense to be found here as well as some competent acting, a fairly interesting yarn, and okay direction and production. It should make an acceptable though talky item for the programs of the art and specialty spots. Nigel Balchin wrote both the screenplay and the novel on which it's based.

AD LINES: "They Risked Everything And Almost Lost"; "Spies Seek A Formula That Could Destroy The World."

Roses For The Prosecutor

COMEDY DRAMA
92 M.

American Metropolitan Enterprise
(German-made)
(English titles)

ESTIMATE: Entertaining satiric import.

CAST: Walter Giller, Martin Held, Ingrid van Bergen, Camilla Spira, Roland Kaiser, Burkhard Orthgeis, Inge Meysel. Produced by Kurt Ulrich; directed by Wolfgang Stadte.

STORY: As World War II is drawing to a close, Walter Giller is arrested for stealing some chocolate which he actually bought on the black market. So successful are the prosecution efforts of Martin Held that he is sentenced to be shot. The execution is interrupted by an Allied attack from the air, and Giller gets away in the confusion with his death warrant. Years later, he is a traveling peddler and he comes to the town where he once was very friendly with waitress Ingrid van Bergen. He finds that she now owns the restaurant and that she has become quite prosperous. She gives him a room above the restaurant, and he comes across Held, who is now a successful civilian prosecutor for the state and who has successfully hidden his Nazi background. Held is fearful of the mess that Giller can stir up and he has

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ROSES FOR THE PROSECUTOR (Continued from page 4879)

his license revoked. Police try to get him to leave town. Others try to convince him that you can't fight a man of Held's stature. Giller gets fed up and decides to bring things to a head. He has himself arrested by breaking a store window which contains some bars of chocolate. It also gives him a chance to reopen the wartime trial. In court, all comes out and Held resigns. Giller is about to leave town, but decides to remain with van Bergen.

X-RAY: Well-done in all departments is this entry that shows that the little man can still receive his just desserts and that giants can be toppled. The story will please the majority of viewers with its moments of humour, drama, good acting, and better direction and production. It should do well in the art spots to which it must be limited because of the sub-titling. The screenplay is

by George Hurdalek. Incidentally the satirization is skillfully handled.

AD LINES: "A Delightful Satire"; "They Told Him He Couldn't Fight City Hall And Win . . . But He Did."

Some Like It Cool

NOVELTY
60M.

Janus
(Color)
(English-made)

ESTIMATE: Average nudist colony subject.

CREDITS: Produced by Adrienne Fancey; written and directed by Michael Winner; made with the cooperation of the British Sunbathing Association, the Bristol Solarians Sun Club, the Thames Sun Club, South Devon Nudist Hotel.

STORY: Despite disapproval of her fiance, Thalia Vickers is persuaded by her Nudist friends to join their club. She persuades him

to spend the last week of their honeymoon at a country club which lies on the opposite bank of the river from the camp. He is soon converted to naturism, but her parents are sure their daughter has been led astray. However, they are persuaded that their fears are unfounded, and even the owner of the country club is converted to nudism.

X-RAY: Perhaps a little nuder than most, this offers little that is new or novel. Nude it is in an inoffensive nudist fashion, with the girls quite attractive and amply endowed. However, as an exposition for the nudist cause—nothing but the same tired old arguments are heard. Color photography is fair. This should do all right in spots where it can play, but it won't win any friends for the movie industry.

AD LINES: "You May Like It Hot; But Some Like It Cool"; "Filmed At Five Nudist Colonies In Naturalistic-Blushing Color!"

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--	--

Opinion Maker of the Motion Picture Industry!



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EXPLOITATION

ACTUAL PROMOTIONS, accomplished by Experienced Theatremen, that can be applied with profit to many other Theatre Situations.

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OCTOBER 25, 1961

SECTION THREE
VOL. 66, NO. 20

Individual ACHIEVEMENT CITATIONS have been issued for each of these:

B | KIDS' MATINEES

NUMBER B-28

Model Car Contest

THEATRE: Pulaski,
ADDRESS: Pulaski, Va.
MANAGER: Wendell Jones

In cooperation with McCrory's we held a successful Model Car Contest as part of our Summer Vacation Movie Series in July. The store gave a model car kit away each week while we gave other prizes such as passes, games, etc.

Five trophies, one to each age group, were awarded to the winners. Our cost was only \$10 and the good will and comments we received from parents made us feel that we not only had a good time ourselves but we helped to create a desire in adults and children to want to attend the movies; and this is something too many in the industry do not do.

The five small trophies that were awarded to the winners of the contest were displayed at the back bar of our concession stand for one week at the end of the contest.

The judges, including the town recreation director, made their selection of the winners at the store, where the model cars were given a window display for a full week.

Our local newspaper came through with generous publicity on the contest; and also a two-column front-page photo of the winner being presented with his trophy on behalf of yours truly and McCrory's.

D | MERCHANTS

NUMBER D-14

Miss Teenage America Contest

THEATRE: RKO Keith's
ADDRESS: Syracuse, N. Y.
MANAGER: S. L. Sarkin

Radio station WOLF announced this "Miss Teenage America" Contest three weeks before playdate of the Paramount reissue "White Christmas"; and we latched on to it by having the finalist appearing on our stage the first Saturday of "White Christmas." The Canada Dry Bottling Company in Syracuse was the local sponsor for this event.

This was an entirely wholesome promotion that was entered willingly by the young girls of Syracuse with their parents' approval. The qualifications were strict. The teenager was selected on the following basis: the contestant had to be between the ages of 13 and 17; had to have a scholastic average of B or better; must possess charm, poise, and personal attractiveness; and must reflect the highest ideals of American citizenship. This was NOT a bathing beauty contest.

"Miss Teenage Syracuse" will go to Dallas, Texas, and compete in the national finals, and will also receive over \$1,000 worth of prizes including a scholarship. If the girl is the final winner, she receives not only hundreds of prizes, but also, a scholarship to the



MGM's "A Thunder Of Drums" was premiered recently at Loew's Capital, Washington, D.C., one of the stars, George Hamilton, and producer Robert Enders attended in person. They are seen being greeted on their arrival by the Washington Redskin Band.

college or university of her choice.

This promotion made the theatre the focal point of every high school in the area. This, of course, is what we wanted aside from the fact that "White Christmas" got a lot of good publicity.

The 'Miss Teenage' Contest was in the best interest of our community; and the project stressed the importance of high ideals, good citizenship, and education. Cooperating, among others, were the Kiwanis Club, the Lion's Club, and The Herald-Journal.

In another tieup, a float from the North Pole—Santa's mobile display for "White Christmas" arrived six days prior to the opening of the picture. North Pole, N.Y., in the Adirondack Mountains, features "Santa's Workshop." From 10 A.M. to 10 p.m. we covered one end of the city to the other, including schools, down-town shopping areas and two outskirt shopping areas. Both newspapers took pictures and used them the following day. Newsreel pictures were taken when both television stations were visited.

A color contest was used in a tie-up with TV Station WSYR; TV Station WHEN, two shopper's fair stores, one in DeWitt and the other in Westvale and at the theatre. We

printed 5,000 coloring contest heralds on this and they were distributed by those cooperating. The "Magic Toy Shop" on WHEN-TV every morning daily plugged the contest mentioning the theatre, Shopper's Fair, etc.

WHEN TV participation included filmed shots of the North Pole trailer were taken and used on both early and late news shows the day of its visit to town; this news clip was also used on the "Magic Toy Shop" seen daily from 9-9.30 A.M.; a special "White Christmas" promotion film was used extensively on the "Magic Toy Shop"; and the above contest was also used daily on the "Cartoon Clubhouse" seen Mondays through Fridays from 6-6.25 P.M.

On WSYR-TV, Kay Russell, on her Thursday morning program, carried a 10-minute segment on the North Pole trailer and its reason for being in Syracuse. Also, a review of the picture, "White Christmas." Excellent newsreel shots of the "White Christmas" float included the theatre's announcement signs on the showing of the picture. These signs were also used Friday and Saturday prior to opening of the picture in the news segment at 6.30 P.M. and 11 P.M. Jim Deline, Ed Murphy and Kay Russell, local TV personalities, used the coloring contest heralds on their shows and explained the details of the contest.

In our lobby an immense Christmas tree flat was set up on one side two weeks in advance of playdate. A loud speaker was set up on top of the boxoffice and played the music from the picture continuously for many hours during the day. We also used the "White Christmas" theatre lobby spots which proved very effective.

NUMBER D-15

Down Under Food Tie-Ups

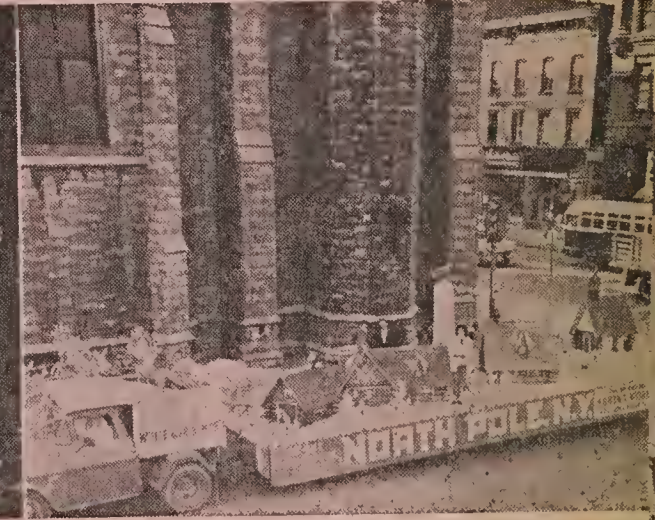
THEATRE: Odeon
ADDRESS: Harlow, England
MANAGER: P. Davis

The Australian Food Fortnight in Harlow provided a natural when I played "The Sundowners". First on the Saturday prior to playdate we had a procession of decorated cars lead by a sundowner on horseback. Each participating grocer's store was visited en route to the Odeon and at each the music from the movie was being played over loud speakers.

(Continued on page EX-358)



S. L. Sarkin, RKO Keith's, Syracuse, N.Y., latched on to promotions of others, "The Miss Teenage of Syracuse Contest"; and the mobile float of "Santa's Workshop," North Pole, N.Y., to help him promote Paramount's reissue, "White Christmas" recently.



New Holiday Displays From National Screen

NEW YORK—Six new holiday displays for the forthcoming season have been prepared, and are now available at all National Screen Service exchanges, it was announced today by Joseph Bellfort, NSS general sales manager. Describing them as "undoubtedly the finest assortment of holiday promotional material ever offered by our company," Bellfort added that all displays have been prepared via the silk-screen process, in a wide assortment of color combinations, on heavy rollboard . . . that will permit them to endure handling and shifting around throughout the holiday season.

Bellfort described the displays as: A FIVE-FOOT CUT-OUT STANDEE . . . which extends Christmas greetings . . . a multi-colored reproduction of a five-foot Christmas tree, with a huge ribbon revolving about it, carrying the legend "MERRY CHRISTMAS." The tree is colorfully decorated, and has an assortment of toys at the base, in traditional Christmas spirit. Three displays have been prepared to extend "Merry Christmas" greetings. The 40 X 60 MERRY CHRISTMAS Display provides a colorful rendition of a merry Santa Claus, with the holiday greeting across the bottom of the figure. The figure of Santa Claus virtually fills the display, providing a big 5-foot high, almost life-like St. Nick. A very dignified 30 X 40 CHRISTMAS DISPLAY creates a mellow mood for Christmas greetings, dominated by a huge lighted candle, framed by traditional poinsettias. For use above candy counters, over doors, mirrors, and other spaces that do not comfortably accommodate the upright style of display, NSS has created the FLAT 30 X 40 CHRISTMAS display, which appropriately shows the Christmas greeting hanging from a colorful candy cane, against a beautiful blue background. The HAPPY NEW YEAR 40 X 60 display is dominated by a huge snowman, with stylized greeting superimposed over the giant figure, measuring almost five feet in height. The background is colorful and appropriate. A special 40 X 60 display for GALA NEW YEAR'S EVE SHOW has been prepared to promote increased attendance at New Year's Eve shows, via a colorful announcement, packed with showmanship and holiday mood.

"Never before in its history has National Screen Service offered so wide a variety of holiday promotional material," added Bellfort,

Ticket-Back Guarantee Offered By Texas Circuit

DALLAS—Trans-Texas Theatres will probably be the first circuit in this country to approach patron satisfaction with a "movie guarantee ticket-back" pass. The plan was inaugurated starting on Oct. 1 in nine of the circuit's 11 theatres in six Texas cities.

Excluded from the plan will be the Fine Arts, Dallas; the Capri, Dallas; and the Capri, El Paso. Both of the latter are being converted to showing of Cinerama.

The pass will be given to patrons who do not enjoy the picture being shown and will be honored Monday through Thursday, with the exception of holiday and roadshow engagements.

According to Norm Levinson, general manager of the theatre circuit, "We try to offer the finest motion pictures available, but we are the first to agree that not every person will completely enjoy every movie."

The plan will work like this: If, after seeing five minutes of the full show a patron is not happy with the picture, he can obtain a movie guarantee ticket-back pass by presenting his admission paid ticket stub to the theatre manager or assistant manager. This is good for family groups, as well as individuals.

DOWN UNDER

(Continued from page EX-357)

At each stop, Australian girls distributed free tins of Australian food and competition forms. They were assisted by a "Jolly Swagman"

On an open lot next to the theatre I had two dozen sheep in a pen and nearby a stuffed kangaroo. Unfortunately (?) during the fixing of the pen one of the stakes fell and eight sheep got loose. All were rounded up save one which was pursued through the town by our 'Sundowner' on horseback and finally rounded up two miles away some 40 minutes later.

A Hamper of Australian Foods was presented for the person who correctly guessed the number of sheep in two stills from the film which were prominently displayed for three weeks before playdate. A panel of judges assessed the number of sheep involved.

The children were not forgotten. Of a 1000

"and exhibitor response, even at this early date, seems to justify our all-out efforts." Holiday displays are available at all NSS Exchanges.

painting contest throwaways 300 were returned, making this one of the most successful I have promoted.

A stuffed wallaby, kangaroo and kola bear were used in foyer displays and later were incorporated in the 12 window displays that were fixed.

In a letter of appreciation for the cooperation a local trader wrote: "The Australians were simply delighted and I'm sure that if you had similar results with your film as we did with our Australian Food you were likewise pleased. Let us hope there will be future occasions when we can combine forces to our mutual advantage."

I | INSTITUTIONAL

NUMBER I-15

Big Parade of Hits

THEATRE: Famous Players Theatres of Canada

ADDRESS: Toronto, Canada

MANAGER: James R. Nairn, director of public relations and advertising.

The theatres operated by Famous Players Canadian Corporation Ltd. and their Associates across Canada have launched the most intensive four-week campaign in their long history to sell the Canadian public on the Fall and Winter product and to call attention to the superior features and services of Famous Players' theatres.

The campaign is "THE BIG PARADE OF HITS" and the theme figure is a Drum Majorette who is identified with all copy. Incorporated is a coloring contest on Walt Disney's "Babes In Toyland" for which guest tickets are offered.

Half a million 12-page booklets with four pages in full color rotogravure have been produced and will be distributed by our managers in their theatres and, in some situations, through the post office services.

More than 8,500 copies of the booklet have been mailed to the Canadian shareholders of Famous Players.

There will be extensive radio coverage in all markets. Special Famous Players transcriptions will tie-in with the campaign which is devoted to a hard-sell of the new product.

Institutional ads have been prepared for the key situations and the theatres have been provided with a selection of eight drop-in ads and borders.

Each theatre will include special Famous Players' trailers calling attention to the "BIG PARADE OF HITS."

Colorful accessories such as one-sheets, window streamers, jumbo posters, etc., will be displayed in all theatres.

(Continued on page EX-360)



Among six new holiday displays for the forthcoming season prepared by National Screen Service are, left to right, a 30x40 prepared in a beautiful assortment of colors, the simplicity of which exudes a warm assertion of the Christmas theme; a 40x60 dominated by the bubbling

good-nature of an impish Santa Claus; a five foot cut-out standee, a "blockbuster" of a sparkling Christmas tree, gayly colored with ornamental embellishments, five feet high, cut out of heavy corrugated board with its own easel; and a 40x60 Happy New Year display.



"Back Street" Opens With All-Day Affair

An all-day opening day program of festivities that included lobby broadcasts by famous disc jockeys, personal appearances by glamor vocalist Thelma Carpenter, a fashion show offering Fall fashion cotton knit dresses as hourly prizes and books, records and French perfume to the first customers, took place at the Capitol and Trans-Lux 85th Street Theatres in connection with the recent New York premiere of Universal-International's "Back Street."

Celebrated disc jockeys Jerry Marshall, Bob Callan and Norm Stevens did their regular WMGM broadcasts directly from the lobby of the Capitol from 11 a.m. to 8 p.m., and were augmented by personal appearances by Thelma Carpenter, who has recorded the "Back Street" theme for Coral Records, signing autographs.

In addition early arrivals at the Broadway showcase received free valuable gifts, designating their choice of a Pocket Book edition of Fannie Hurst's novel on which the film is based, a recording of Miss Carpenter's Coral platter, or a bottle of Lanvin's "My Sin" perfume. Miss Carpenter autographed copies of her Coral record at the Capitol at noon; and at the Trans-Lux 85th Street at eight p.m.

Franklin Simon models presented fall styles throughout the day with fashion shows every hour from 11 a.m. to 8 p.m. Linda Clifford described the outfits. In an exciting hourly drawing, during the radio origination, both passers-by and those buying a ticket to a performance were eligible to win the latest in fall fashions cotton knit dresses by Haymaker Sports. The disc jockeys present drew the winning stub from a hat box.

Thousands of dollars worth of appliances and merchandise is being made available to theatres in key cities from coast to coast by U-I in connection with the release of this film. The merchandise will be available for prizes in contests to be developed locally by exhibitors in connection with their promotional campaigns. Appliances and merchandise involved includes Procter-Silex Electric Juicers, Rival Can-O-Mats; etc.



COMPANY ASSISTS

UNIVERSAL-INTERNATIONAL and Hearst Publications have developed a far reaching promotional tie-up on "Back Street," the new Ross Hunter-Carrollton Production in Eastman Color based on the Fannie Hurst classic, involving the Sunday Pictorial Review sections in nine cities, Harper's Bazaar, Good Housekeeping and Cosmopolitan magazines. The cover of the Sunday Pictorial Review section of the Hearst newspapers of Sunday, October 15th, will feature "Back Street" in a series of campaign color drawings and there will be an inside feature story on John Gavin by Louella Parsons with a color shot of the actor. There will be "Back Street" ads in the Pictorial Review sections in Baltimore, Boston, Chicago, Los Angeles, Milwaukee, New York, Pittsburgh, San Francisco and Seattle tied in with the openings of the picture in these cities. Harper's Bazaar, whose famed models appear in a sequence in "Back Street," is featuring the picture in a special story and picture layout in its October issue and a special advertisement in the same issue. Universal has produced a special 12-page booklet in two colors titled "Susan Hayward, Star of 'Back Street' Reveals Harper's Bazaar's Secret Beauty Formula" which is being made available for distribution to theatres participating in the initial round of key city openings with space provided for special theatre imprints. Good Housekeeping is providing Universal with a list of 22,000 women's club leaders from Coast to Coast who will receive a special letter from Susan Hayward about "Back Street" and the magazine is also featuring an advertisement in its October issue.

THE NEW 1961

"Showman-of-the-Year"

CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation. And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to a Board of Judges for their individual study and their personal choice of the BEST THREE. A minimum of

\$30000 IN PRIZES

will be awarded to the three "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Penna.

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Cosmopolitan, which originally ran the Fannie Hurst story "Back Street" as a serial, is using special material on the picture and it will also tell its readers about the picture in a special advertisement. The Hearst publications involved in the "Back Street" campaign have a combined circulation of close to 10,000,000 and an estimated readership in excess of 35,000,000.

WARNER BROS. and the Goya Guitar Co. have announced joint sponsorship of an unusual essay contest in conjunction with the release of "Splendor in the Grass." Designed especially to bring the film to the attention of collegians and young adults caught up in the current folk-singing vogue, the contest offers an imposing array of prizes: a one-week all-expenses-paid visit to Hollywood, 49 Goya guitars and 250 Warner Bros. Records stereophonic albums. A special two-color one-sheet and facsimile leaflets are available free of charge to exhibitors to promote the contest locally. In addition, Goya, through its national outlets, will distribute the one-sheets and leaflets to college campuses and 1,500 music stores. Goya also is backing the tie-up with advertisements in 41 college publications and 10 musical journals. Contest entrants are required to submit an essay of 150 words or less stating why they feel the theme, the mood and/or the characters of "Splendor in the Grass" may be particularly adaptable to traditional folk-song treatment. They are not required to have seen the film, but entries will be

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BIG PARADE

(Continued from page EX-358)

Every employee who meets the public from doorman to manager will wear greeting badges welcoming the patrons to the theatres. Each badge carries the name of the employee.

Famous Players has offered \$2,000. in cash to be divided equally among the staffs of the theatres in the Eastern and Western Division for showmanship during the campaign.

In advance of the campaign all District Managers held one-day meetings with the managers and associates in their district to map out plans for the campaign. The reaction of the men has been one of tremendous enthusiasm.

All material for the campaign was designed and produced by Famous Players' advertising and publicity department.

judged on their appropriateness to the film, its content and characters. There are no "official entry" blanks. Entries are to be sent to Splendor in the Grass Essay Contest, Goya Guitar Co., 53 W. 23 St., New York 10, N.Y., postmarked before midnight, Dec. 31, 1961.

EXPLOITATION — an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

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The judges, including the town recreation director, made their selection of the winners at the store, where the model cars were given a window display for a full week.

Our local newspaper came through with generous publicity on the contest; and also a two-column front-page photo of the winner being presented with his trophy on behalf of yours truly and McCrory's.

D | MERCHANTS

NUMBER D-14

Miss Teenage America Contest

THEATRE: RKO Keith's
ADDRESS: Syracuse, N. Y.
MANAGER: S. L. Sarkin

Radio station WOLF announced this "Miss Teenage America" Contest three weeks before playdate of the Paramount reissue "White Christmas"; and we latched on to it by having the finalist appearing on our stage the first Saturday of "White Christmas." The Canada Dry Bottling Company in Syracuse was the local sponsor for this event.

This was an entirely wholesome promotion that was entered willingly by the young girls of Syracuse with their parents' approval. The qualifications were strict. The teenager was selected on the following basis: the contestant had to be between the ages of 13 and 17; had to have a scholastic average of B or better; must possess charm, poise, and personal attractiveness; and must reflect the highest ideals of American citizenship. This was NOT a bathing beauty contest.

"Miss Teenage Syracuse" will go to Dallas, Texas, and compete in the national finals, and will also receive over \$1,000 worth of prizes including a scholarship. If the girl is the final winner, she receives not only hundreds of prizes, but also, a scholarship to the



MGM's "A Thunder Of Drums" was premiered recently at Loew's Capital, Washington, D.C., one of the stars, George Hamilton, and producer Robert Enders attended in person. They are seen being greeted on their arrival by the Washington Redskin Band.

college or university of her choice.

This promotion made the theatre the focal point of every high school in the area. This, of course, is what we wanted aside from the fact that "White Christmas" got a lot of good publicity.

The 'Miss Teenage' Contest was in the best interest of our community; and the project stressed the importance of high ideals, good citizenship, and education. Cooperating, among others, were the Kiwanis Club, the Lion's Club, and The Herald-Journal.

In another tieup, a float from the North Pole—Santa's mobile display for "White Christmas" arrived six days prior to the opening of the picture. North Pole, N.Y., in the Adirondack Mountains, features "Santa's Workshop." From 10 A.M. to 10 p.m. we covered one end of the city to the other, including schools, down-town shopping areas and two outskirt shopping areas. Both newspapers took pictures and used them the following day. Newsreel pictures were taken when both television stations were visited.

A color contest was used in a tie-up with TV Station WSYR; TV Station WHEN, two shopper's fair stores, one in DeWitt and the other in Westvale and at the theatre. We

printed 5,000 coloring contest heralds on this and they were distributed by those cooperating. The "Magic Toy Shop" on WHEN-TV every morning daily plugged the contest mentioning the theatre, Shopper's Fair, etc.

WHEN TV participation included filmed shots of the North Pole trailer were taken and used on both early and late news shows the day of its visit to town; this news clip was also used on the "Magic Toy Shop" seen daily from 9-9.30 A.M.; a special "White Christmas" promotion film was used extensively on the "Magic Toy Shop"; and the above contest was also used daily on the "Cartoon Clubhouse" seen Mondays through Fridays from 6-6.25 P.M.

On WSYR-TV, Kay Russell, on her Thursday morning program, carried a 10-minute segment on the North Pole trailer and its reason for being in Syracuse. Also, a review of the picture, "White Christmas." Excellent newsreel shots of the "White Christmas" float included the theatre's announcement signs on the showing of the picture. These signs were also used Friday and Saturday prior to opening of the picture in the news segment at 6.30 P.M. and 11 P.M. Jim Deline, Ed Murphy and Kay Russell, local TV personalities, used the coloring contest heralds on their shows and explained the details of the contest.

In our lobby an immense Christmas tree flat was set up on one side two weeks in advance of playdate. A loud speaker was set up on top of the boxoffice and played the music from the picture continuously for many hours during the day. We also used the "White Christmas" theatre lobby spots which proved very effective.

NUMBER D-15

Down Under Food Tie-Ups

THEATRE: Odeon
ADDRESS: Harlow, England
MANAGER: P. Davis

The Australian Food Fortnight in Harlow provided a natural when I played "The Sundowners". First on the Saturday prior to playdate we had a procession of decorated cars lead by a sundowner on horseback. Each participating grocer's store was visited en route to the Odeon and at each the music from the movie was being played over loud speakers.

(Continued on page EX-358)



S. L. Sarkin, RKO Keith's, Syracuse, N.Y., latched on to promotions of others, "The Miss Teenage of Syracuse Contest"; and the mobile float of "Santa's Workshop," North Pole, N.Y., to help him promote Paramount's reissue, "White Christmas" recently.



New Holiday Displays From National Screen

NEW YORK—Six new holiday displays for the forthcoming season have been prepared, and are now available at all National Screen Service exchanges, it was announced today by Joseph Bellfort, NSS general sales manager. Describing them as "undoubtedly the finest assortment of holiday promotional material ever offered by our company," Bellfort added that all displays have been prepared via the silk-screen process, in a wide assortment of color combinations, on heavy rollboard . . . that will permit them to endure handling and shifting around throughout the holiday season.

Bellfort described the displays as: A FIVE-FOOT CUT-OUT STANDEE . . . which extends Christmas greetings . . . a multi-colored reproduction of a five-foot Christmas tree, with a huge ribbon revolving about it, carrying the legend "MERRY CHRISTMAS." The tree is colorfully decorated, and has an assortment of toys at the base, in traditional Christmas spirit. Three displays have been prepared to extend "Merry Christmas" greetings. The 40 X 60 MERRY CHRISTMAS Display provides a colorful rendition of a merry Santa Claus, with the holiday greeting across the bottom of the figure. The figure of Santa Claus virtually fills the display, providing a big 5-foot high, almost life-like St. Nick. A very dignified 30 X 40 CHRISTMAS DISPLAY creates a mellow mood for Christmas greetings, dominated by a huge lighted candle, framed by traditional poinsettias. For use above candy counters, over doors, mirrors, and other spaces that do not comfortably accommodate the upright style of display, NSS has created the FLAT 30 X 40 CHRISTMAS display, which appropriately shows the Christmas greeting hanging from a colorful candy cane, against a beautiful blue background. The HAPPY NEW YEAR 40 X 60 display is dominated by a huge snowman, with stylized greeting superimposed over the giant figure, measuring almost five feet in height. The background is colorful and appropriate. A special 40 X 60 display for GALA NEW YEAR'S EVE SHOW has been prepared to promote increased attendance at New Year's Eve shows, via a colorful announcement, packed with showmanship and holiday mood.

"Never before in its history has National Screen Service offered so wide a variety of holiday promotional material," added Bellfort,

Ticket-Back Guarantee Offered By Texas Circuit

DALLAS—Trans-Texas Theatres will probably be the first circuit in this country to approach patron satisfaction with a "movie guarantee ticket-back" pass. The plan was inaugurated starting on Oct. 1 in nine of the circuit's 11 theatres in six Texas cities.

Excluded from the plan will be the Fine Arts, Dallas; the Capri, Dallas; and the Capri, El Paso. Both of the latter are being converted to showing of Cinerama.

The pass will be given to patrons who do not enjoy the picture being shown and will be honored Monday through Thursday, with the exception of holiday and roadshow engagements.

According to Norm Levinson, general manager of the theatre circuit, "We try to offer the finest motion pictures available, but we are the first to agree that not every person will completely enjoy every movie."

The plan will work like this: If, after seeing five minutes of the full show a patron is not happy with the picture, he can obtain a movie guarantee ticket-back pass by presenting his admission paid ticket stub to the theatre manager or assistant manager. This is good for family groups, as well as individuals.

DOWN UNDER

(Continued from page EX-357)

At each stop, Australian girls distributed free tins of Australian food and competition forms. They were assisted by a "Jolly Swagman"

On an open lot next to the theatre I had two dozen sheep in a pen and nearby a stuffed kangaroo. Unfortunately (?) during the fixing of the pen one of the stakes fell and eight sheep got loose. All were rounded up save one which was pursued through the town by our 'Sundowner' on horseback and finally rounded up two miles away some 40 minutes later.

A Hamper of Australian Foods was presented for the person who correctly guessed the number of sheep in two stills from the film which were prominently displayed for three weeks before playdate. A panel of judges assessed the number of sheep involved.

The children were not forgotten. Of a 1000

"and exhibitor response, even at this early date, seems to justify our all-out efforts." Holiday displays are available at all NSS Exchanges.

painting contest throwaways 300 were returned, making this one of the most successful I have promoted.

A stuffed wallaby, kangaroo and kola bear were used in foyer displays and later were incorporated in the 12 window displays that were fixed.

In a letter of appreciation for the cooperation a local trader wrote: "The Australians were simply delighted and I'm sure that if you had similar results with your film as we did with our Australian Food you were likewise pleased. Let us hope there will be future occasions when we can combine forces to our mutual advantage."

I | INSTITUTIONAL

NUMBER I-15

Big Parade of Hits

THEATRE: Famous Players Theatres of Canada

ADDRESS: Toronto, Canada

MANAGER: James R. Nairn, director of public relations and advertising.

The theatres operated by Famous Players Canadian Corporation Ltd. and their Associates across Canada have launched the most intensive four-week campaign in their long history to sell the Canadian public on the Fall and Winter product and to call attention to the superior features and services of Famous Players' theatres.

The campaign is "THE BIG PARADE OF HITS" and the theme figure is a Drum Majorette who is identified with all copy. Incorporated is a coloring contest on Walt Disney's "Babes In Toyland" for which guest tickets are offered.

Half a million 12-page booklets with four pages in full color rotogravure have been produced and will be distributed by our managers in their theatres and, in some situations, through the post office services.

More than 8,500 copies of the booklet have been mailed to the Canadian shareholders of Famous Players.

There will be extensive radio coverage in all markets. Special Famous Players transcriptions will tie-in with the campaign which is devoted to a hard-sell of the new product.

Institutional ads have been prepared for the key situations and the theatres have been provided with a selection of eight drop-in ads and borders.

Each theatre will include special Famous Players' trailers calling attention to the "BIG PARADE OF HITS."

Colorful accessories such as one-sheets, window streamers, jumbo posters, etc., will be displayed in all theatres.

(Continued on page EX-360)



Among six new holiday displays for the forthcoming season prepared by National Screen Service are, left to right, a 30x40 prepared in a beautiful assortment of colors, the simplicity of which exudes a warm assertion of the Christmas theme; a 40x60 dominated by the bubbling

good-nature of an impish Santa Claus; a five foot cut-out standee, a "blockbuster" of a sparkling Christmas tree, gayly colored with ornamental embellishments, five feet high, cut out of heavy corrugated board with its own easel; and a 40x60 Happy New Year display.



"Back Street" Opens With All-Day Affair

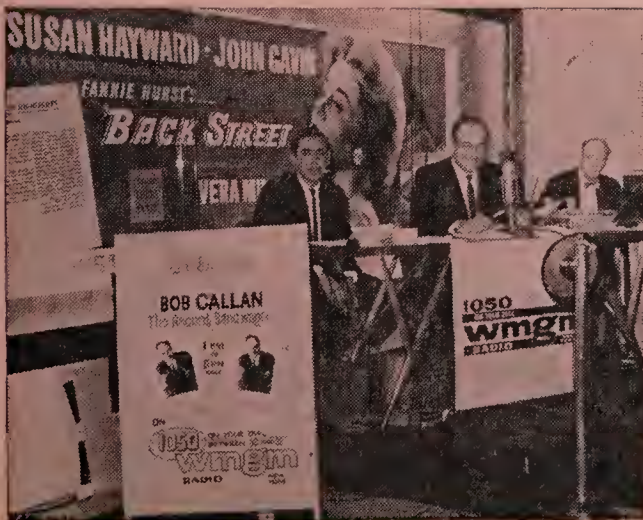
An all-day opening day program of festivities that included lobby broadcasts by famous disc jockeys, personal appearances by glamor vocalist Thelma Carpenter, a fashion show offering Fall fashion cotton knit dresses as hourly prizes and books, records and French perfume to the first customers, took place at the Capitol and Trans-Lux 85th Street Theatres in connection with the recent New York premiere of Universal-International's "Back Street."

Celebrated disc jockeys Jerry Marshall, Bob Callan and Norm Stevens did their regular WMGM broadcasts directly from the lobby of the Capitol from 11 a.m. to 8 p.m., and were augmented by personal appearances by Thelma Carpenter, who has recorded the "Back Street" theme for Coral Records, signing autographs.

In addition early arrivals at the Broadway showcase received free valuable gifts, designating their choice of a Pocket Book edition of Fannie Hurst's novel on which the film is based, a recording of Miss Carpenter's Coral platter, or a bottle of Lanvin's "My Sin" perfume. Miss Carpenter autographed copies of her Coral record at the Capitol at noon; and at the Trans-Lux 85th Street at eight p.m.

Franklin Simon models presented fall styles throughout the day with fashion shows every hour from 11 a.m. to 8 p.m. Linda Clifford described the outfits. In an exciting hourly drawing, during the radio origination, both passers-by and those buying a ticket to a performance were eligible to win the latest in fall fashions cotton knit dresses by Haymaker Sports. The disc jockeys present drew the winning stub from a hat box.

Thousands of dollars worth of appliances and merchandise is being made available to theatres in key cities from coast to coast by U-I in connection with the release of this film. The merchandise will be available for prizes in contests to be developed locally by exhibitors in connection with their promotional campaigns. Appliances and merchandise involved includes Procter-Silex Electric Juicers, Rival Can-O-Mats; etc.



COMPANY ASSISTS

UNIVERSAL-INTERNATIONAL and Hearst Publications have developed a far reaching promotional tie-up on "Back Street," the new Ross Hunter-Carrollton Production in Eastman Color based on the Fannie Hurst classic, involving the Sunday Pictorial Review sections in nine cities, Harper's Bazaar, Good Housekeeping and Cosmopolitan magazines. The cover of the Sunday Pictorial Review section of the Hearst newspapers of Sunday, October 15th, will feature "Back Street" in a series of campaign color drawings and there will be an inside feature story on John Gavin by Louella Parsons with a color shot of the actor. There will be "Back Street" ads in the Pictorial Review sections in Baltimore, Boston, Chicago, Los Angeles, Milwaukee, New York, Pittsburgh, San Francisco and Seattle tied in with the openings of the picture in these cities. Harper's Bazaar, whose famed models appear in a sequence in "Back Street," is featuring the picture in a special story and picture layout in its October issue and a special advertisement in the same issue. Universal has produced a special 12-page booklet in two colors titled "Susan Hayward, Star of 'Back Street' Reveals Harper's Bazaar's Secret Beauty Formula" which is being made available for distribution to theatres participating in the initial round of key city openings with space provided for special theatre imprints. Good Housekeeping is providing Universal with a list of 22,000 women's club leaders from Coast to Coast who will receive a special letter from Susan Hayward about "Back Street" and the magazine is also featuring an advertisement in its October issue.

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THE NEW 1961 "Showman-of-the-Year" CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation, And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations. At each year's end, all such published achievements will be submitted to a Board of Judges for their individual study and their personal choice of the BEST THREE. A minimum of

\$30000 IN PRIZES

will be awarded to the three "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Penna.

Cosmopolitan, which originally ran the Fannie Hurst story "Back Street" as a serial, is using special material on the picture and it will also tell its readers about the picture in a special advertisement. The Hearst publications involved in the "Back Street" campaign have a combined circulation of close to 10,000,000 and an estimated readership in excess of 35,000,000.

WARNER BROS. and the Goya Guitar Co. have announced joint sponsorship of an unusual essay contest in conjunction with the release of "Splendor in the Grass." Designed especially to bring the film to the attention of collegians and young adults caught up in the current folk-singing vogue, the contest offers an imposing array of prizes: a one-week all-expenses-paid visit to Hollywood, 49 Goya guitars and 250 Warner Bros. Records stereophonic albums. A special two-color one-sheet and facsimile leaflets are available free of charge to exhibitors to promote the contest locally. In addition, Goya, through its national outlets, will distribute the one-sheets and leaflets to college campuses and 1,500 music stores. Goya also is backing the tie-up with advertisements in 41 college publications and 10 musical journals. Contest entrants are required to submit an essay of 150 words or less stating why they feel the theme, the mood and/or the characters of "Splendor in the Grass" may be particularly adaptable to traditional folk-song treatment. They are not required to have seen the film, but entries will be

BIG PARADE

(Continued from page EX-358)

Every employee who meets the public from doorman to manager will wear greeting badges welcoming the patrons to the theatres. Each badge carries the name of the employee.

Famous Players has offered \$2,000. in cash to be divided equally among the staffs of the theatres in the Eastern and Western Division for showmanship during the campaign.

In advance of the campaign all District Managers held one-day meetings with the managers and associates in their district to map out plans for the campaign. The reaction of the men has been one of tremendous enthusiasm.

All material for the campaign was designed and produced by Famous Players' advertising and publicity department.

judged on their appropriateness to the film, its content and characters. There are no "official entry" blanks. Entries are to be sent to Splendor in the Grass Essay Contest, Goya Guitar Co., 53 W. 23 St., New York 10, N.Y., postmarked before midnight, Dec. 31, 1961.

EXPLOITATION — an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 North Broad St., Phila. 7, Pa. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combination. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 346 West 44th St., New York 36, N. Y.

NEW EQUIPMENT

LONG LASTING MASONITE MARQUEE LETTERS, fit all signs. Sample free. Black or red. 4"-40¢; 8"-60¢; 10"-75¢; 12"-\$1.00; 14"-\$1.50; 16"-\$1.75; 17"-\$2.00; 24"-\$3.00 (10% discount 100 letters, or over \$60.00 list). S.O.S., 602 W. 52nd, New York 19.

SILENT MOVIES WANTED

SILENT MOVIES — Wanted — Negatives, prints. SHERMAN, 2120 E. 177, NYC 72.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 160 Hermitage Avenue, Nashville, Tennessee.

THEATRES FOR SALE

NORTH THEATRE, Danville, Virginia. Built and opened in 1947. 609 seats, parking lot adjoining theatre. Owner LEONARD LEA, Danville, Virginia.

THEATRES FOR BINGO. Florida and near Vancouver. BOVILSKY, Theatre Agent, 34 Batson Street, Glasgow, Scotland.

USED EQUIPMENT

AUTOMATIC CHANGEOVERS, WEAVER, STRONG Zipper or Thide (less switch), Pair \$24.95; 2000' Film Cabinets 6, 8, 10/12 Section, New Sternmade, per sec. \$1.95; 16" Simplex magazines top or lower \$4.95. S.O.S., 602 W. 52nd, New York 19.

LOANERS FURNISHED FREE. Mechanisms, lenses, ticket register, movements, coin changers repaired or for sale. Contact: GARDNER THEATRE SERVICE, INC., 2831 North Clark St., Chicago 14, Illinois. Phone BU 1-0591.

WINDOW CARDS

WEEKLY THEATRE and DRIVE-IN CARDS 100-14 x 22-\$6.00. All colors. Other prices and sizes on request. 1,000 Passes printed FREE with your first week's order! WINN PRINTING, 5809 Woodland Avenue, Philadelphia 43, Pennsylvania.

FORMS AND SYSTEMS

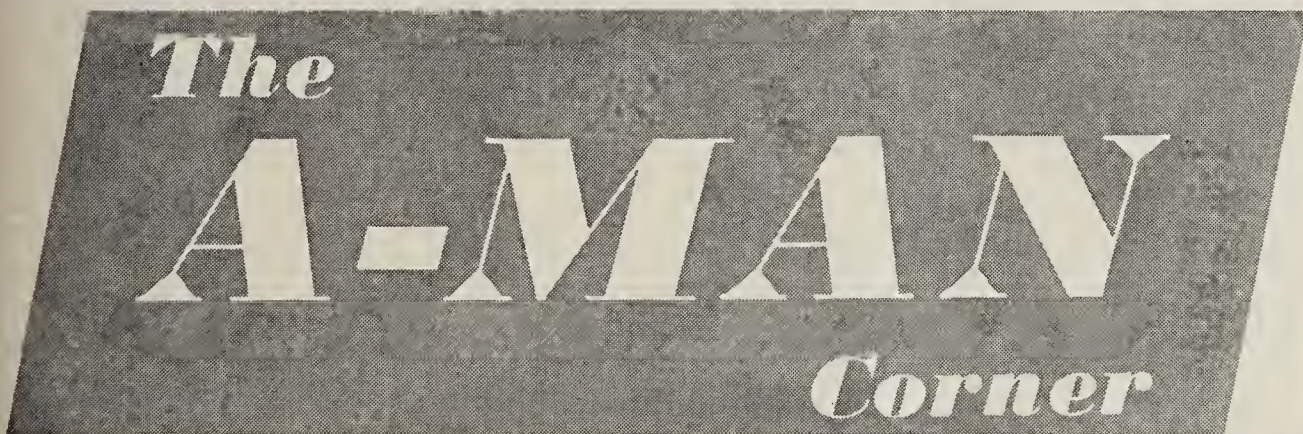
For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia 7, Pa.

YOU NEED "THE AT-A-GLANCE" BOOKKEEPING BOOK

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Specially designed for your use by a leading theatre specializing C.P.A. firm, this extremely simple system has been constantly revised and improved.

Price: \$1.75 per book (sufficient for 52 weeks)



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address. Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

PROJECTIONIST: 15 years experience in all phases, conventional and drive-in operation, desires permanent employment. Single, reliable, sober and dependable. Good references. Contact RICHARD F. NELSON, 2401 Winchester Ave., Ashland, Kentucky. Phones 324-3340 or 325-4262. (1018)

THEATRE MANAGER, single, 30 years independent and Warner's chains experienced all phases theatre operation, advertising, publicity, exploitation including concession. Prefer Boston, New England, New York or New Jersey territory. BOX A1025, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

Address all correspondence to—

The A-MAN Corner

{ Motion Picture Exhibitor
317 North Broad St., Phila. 7, Pa

Now!

While they last, Help YOURSELF to Experience at the special, reduced price of \$4.00!

(Formerly \$7.50)

236 BIG PAGES of Theatrical Advertising Know-How



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- SALES LINES • TYPE FACES • WRITING
- COPY • COLOR • COMPOSITION • SIGNS •
- LETTERPRESS • OFFSET • SILK SCREEN •
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- and 100's of other fundamentals

MOTION PICTURE EXHIBITOR

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(No. C.O.D.'s In Canada add 25¢ — Foreign 50¢)

When Silverstein and Wallerstein Laugh (TOGETHER, YET) Everybody in Chicago Laughs!



The happy pair were laughing
it up at a sneak preview of
"POCKETFUL OF MIRACLES"
shown at the Oriental Theatre,
Chicago, Sept. 29, 1961

Frank Capra's
"POCKETFUL OF MIRACLES"
For Christmas Release



MOTION PICTURE

EXHIBITOR

Plus...
**SHOWMEN'S
TRADE REVIEW**

NOVEMBER 1, 1961

Volume 66

Number 21

IN TWO SECTIONS • THIS IS SECTION ONE

Founded in 1933 by
CHARLES E. "Chick" LEWIS



S.F. Festival Seen As Best Yet

(See Page 5)

Columbus Okays Regulation Bill

(See Page 7)

Seen is Milton Rackmil, president of Universal, and the emblem symbolizing the celebration of the company's 50th anniversary. In all that time, only four men have led the company, with returns reaching record highs under Rackmil.

Sex Perversion Is Not Entertainment . . . see editorial—page 3

JOHN WAYNE

challenges
the killer kingdom
called

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EXCITEMENT
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43 Years of Service to the Theatre Industry

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SEX PERVERSION IS NOT ENTERTAINMENT

JUST WHAT is entertainment? That broad question has been bothering us since we reported the news that the Production Code Administration had relaxed the Code to permit the filming of themes dealing with sexual perversion. Of course, the Code Administration adds that the subject is acceptable only if it is "treated with care, discretion, and restraint, and in all other aspects conforms with the Code."

These limitations, we feel, are not the point. Certainly, exhibitors everywhere are aware of the public uprising against movies of questionable taste. We have always fought for an intelligent freedom of the screen. Censorship, we have said again and again, is no answer to the problem of the fast-buck grabbers who dirty everyone in the industry with the filth they purvey.

In each instance, it has been possible to point to the Production Code Administration with the observation that here is the industry's arm of self-regulation. The seal granted by the PCA has always been an indication to theatregoers that they were about to see a film made with taste.

Indeed, the theme might well be an adult one, but the theatregoer could respect the fact that it was made not to shock, but to entertain or educate or inform a public that was growing ever more mature in their tastes.

Can sex perversion be a sound theme for an entertainment medium, even if it is attempting to appeal to adult tastes? Why was it necessary to specifically broaden the Code to include sex perversion? Certainly the response from public and press has been quick and decidedly negative. News-

papers have served notice that they will accept no advertising or publicity material based on such films. Moralists have seen the step by the PCA as further evidence that the industry is unable to regulate itself. The whole subject has provided the forces of censorship with a new weapon at a time when it appeared that the pendulum of court opinion was swinging back in favor of a free screen.

We are not against adult themes. Anyone who has read our editorials knows that. Look back on some of the more successful adult films, and you will find in several cases that a thread of sexual perversion may well run through the story. Intelligent adults know it is there, and the less intelligent never miss it if they don't see it. The screen is a powerful communication medium and can often communicate more effectively through implication than through direct statement.

We know that the PCA didn't mean this change in the Code as a signal that all barriers were down. These are men of good sense and good judgment who are dedicated to making the motion picture medium a better one. We are equally certain, however, that a good portion of the public and all who would shackle the screen with censorship will immediately jump on any effort by the quick-buck boys dealing with sex perversion, and spread the blame to the entire industry.

We hope we are wrong, but we view this new Code liberalization with some misgiving. Is sex perversion entertainment? Only time will tell.

We don't think so!

TIME FOR WINTER CHECK

THE FIRST SIGNS of winter are in the air, and as the weather turns colder, a theatreman's problems are sure to mount. He must battle the elements as well as the product shortage.

The unfortunate accident in a New Orleans neighborhood house in which the ceiling collapsed during an evening performance drives home the necessity of a thorough physical theatre check to make every situation winter-ready. This was a well operated theatre, part of a carefully managed circuit, and the causes of the accident are still shrouded in mystery. The tragic occurrence does, however, indicate the necessity of a careful survey of possible danger spots.

A leaky roof may well ice up after a rain or snow storm. The slag moves about on the roof leaving bare spots with no pitch. The roof should be recoated to avoid leaks. Any asphalt

roofing should be coated with asbestos.

The flashing along the walls should be checked, and perhaps larger drainage openings should be installed. This will allow water to flow down rather than remaining on the roof indefinitely.

Another worthwhile idea is to run heating cables into the drainspouts and gutters. When freezing weather sets in, a simple throwing of a switch eliminates freezing danger as wires heat those areas.

There are waterproof connections that can be used with safety. Installation of 60 or 75 foot resistance cables with perhaps 400 or 500 watt heating elements can save exhibitors considerable aggravation and expense.

It's time for your winter check.

ABOUT BULLS AND BEARS

AN INTERESTING ARTICLE in U.S. News and World Report (issue of Oct. 2) indicates that top executives in U.S. industry are buying few shares of stock in their own firms this year, except at bargain prices based on options.

From March 11 to Aug. 10, businessmen were selling stock rather than buying. Officers and directors of principal U.S. corporations bought stock (including option purchases) to the tune of \$159,812,128. In the same period, and remember that stocks were at record highs, they sold shares in their own companies totalling \$205,410,419. Sales exceeded purchases by

28.5 per cent.

Motion picture company executives also sold more stock than they purchased, and here the difference was even more striking than for business in general. They purchased shares worth \$552,441, as against sales totalling \$4,502,404.

All these figures are based on data furnished by the U.S. Securities and Exchange Commission.

There must be a reason.

And exhibitors are curious, with film costs at the highest level ever.

NEWS CAPSULES



FILM FAMILY ALBUM

Arrivals

A baby girl was born to Mr. and Mrs. Milton Goldstein at Jewish Hospital, New York City. Goldstein is foreign sales manager of Bronston Distributions, New York.

A son, Mike was born to Janet McClaughlin, wife of Bill McClaughlin, publicity director, Cinerama's Music Hall, Detroit.

Gold Bands

Norma Buten Jacobs was married to Bruce J. Miller, son of Mr. and Mrs. Herbert M. Miller. The late Herb Miller was a former editor of MOTION PICTURE EXHIBITOR.

MGM star Paula Prentiss and stage director Richard Benjamin were married in New York.

Charles F. Simonelli, assistant to the president of Universal Pictures Company, was married to Rosemary Strafaci, eastern manager, Golf Digest, at Lady of the Skies Chapel, Idlewild, Queens, N. Y.

Richard Sloan, Detroit exhibitor, was married to Shiela Wallis Starman. Sloan is the son of the late Saul Sloan, who founded what is now one of the largest circuits in the city.

Obituaries

Russell Allen, owner of all theatres in Farmington, N.M., died last fortnight.

Henry Koppin, general manager, W & W Theatres, Detroit, who had been hospitalized after a heart attack, succumbed to a second seizure.

Rita Landrigan, Allied Artists contract department, died suddenly. She is survived by her mother, and several sisters and brothers.

Mitchel Rawson, 68, publicist and film writer, died at Ashburn, Va.

Sidney Schaefer, 56, director of media and printed advertising for Columbia Pictures, died. A veteran of 35 years in the industry, he began with Hanff-Metzger-Buchanan and Company in 1926 as a media space buyer. He has been with Columbia since 1946. He is survived by his wife, a daughter, a son, and two brothers.

Jack Schwartz, 58, owner, West End, Bridgeport, Conn., died suddenly.

FORMS FOR THIS PAGE CLOSED
AT 2 P.M. ON MON. OCT. 30

Mounger Heads Exhib Tri-State Organization

MEMPHIS—Mart Mounger, Calhoun City, Miss., was elected president of the Tennessee, Arkansas, and Mississippi Theatre Owners Association at the group's 52nd convention in Memphis. He was secretary-treasurer, and succeeds Joe Keifer of Memphis. Robin Wightman, Little Rock, Ark., became secretary-treasurer; and Ed Doherty, Memphis; Leon Rountree, Holly Springs, Miss.; and W. P. Florence, Magnolia, Ark., vice-presidents. Officers were elected at a luncheon meeting sponsored by the local WOMPI. Gordon Hutchins, Russellville, Ark., outgoing chairman of the board, was elected to the board from Arkansas to replace Raymond Fischer, North Little Rock.

The theatre men heard D. J. Ederle, New York, division manager for United Artists, preview films for the holiday season.

Richard Lightman, head of the Memphis Malco chain, discussed publicity.

The new president of the Association stated: "My theatre business is a little better, with cotton picking on. I think business in the industry is generally better because they are making better pictures."

The feature speaker was County Judge Lunn McKell, Waverly, Tenn., who is noted for having done much to bring industry to Tennessee. He said the expansion of industry has helped motion pictures because more people earn more money and can buy tickets.

MCA—Agency Or Producer?

HOLLYWOOD — Music Corporation of America has signed an agreement with the Screen Actors Guild whereby MCA must elect by Sept. 30, 1962, to function either as a production company or as a talent agency. It is understood this agreement has a special provision designed to cover the possibility that in the meantime MCA might take over control of a film production company. If that should happen, MCA would have to get out of the agency business within 30 days.



BROADWAY GROSSES

Holdovers Fairly Steady

NEW YORK—Business held fairly steady in the Broadway first-runs, with usually reliable sources reporting as follows:

"THE HUSTLER" (20th-Fox). Paramount claimed the third session at \$23,500.

"BREAKFAST AT TIFFANY'S" (Paramount). Radio City Music Hall, with stage show, reported \$90,000 for Thursday through Sunday, with the fourth week bound to hit \$140,000.

"BACK STREET" (U-I). Capitol reported the third week as \$20,000.

"KING OF KINGS" (MGM). Loew's State announced \$39,000, capacity, for the third week.

"THE MASK" (WB). Warner stated the opening week was \$27,000.

"BLOOD AND ROSES" (Paramount). DeMille stated the third and last week would hit \$7,000.

"SPLENDOR IN THE GRASS" (WB). Victoria expected the third week to tally \$30,000.

"TOWN WITHOUT PITY" (UA). Astor registered \$16,000 for the third week.

"BRIDGE TO THE SUN" (MGM). Forum reached \$8,500 on the second week.

"DEVIL AT FOUR O'CLOCK" (Columbia). Criterion tallied \$34,500 on the second session.

"WEST SIDE STORY" (UA). Rivoli had \$43,000 for the second week. Roadshow policy.

"SPARTACUS" (U-I). RKO Palace did \$14,000 on the third week.

Fox's Levy To Be Honored

MINNEAPOLIS—All exhibitors in the Minneapolis territory have banded together for an auspicious celebration commemorating 20th-Fox branch manager Morton (Moe) A. Levy's 40th anniversary with the film company. Levy will be the honored guest at a testimonial dinner at which his friends will salute him.

Co-workers have inaugurated a special "Moe Levy Drive," beginning Dec. 31 and continuing through February. During this period, his co-workers will honor him by securing "extra" bookings.

Levy joined 20th Century-Fox in 1922, closing out a jewelry establishment he operated in his native city, Hamilton, Ontario, to become a film salesman at the Charlotte exchange. It was not long before he was promoted to that office's managerial post.

CORRECTION

In our editorial, "LITTLE TALK, MUCH ACTION," last week, we erroneously linked the name of Abe Lastfogel with Music Corporation of America. Lastfogel, of course, is head of the William Morris Agency.

Toppers at MCA, and the gentlemen referred to in the editorial are Jules Stein, chairman of the board, and Lew Wasserman, president. Incidentally, later developments indicate that MCA's production plans are considerably more than a rumor.



The newly elected board of directors to serve for 1962 of Variety Club of Philadelphia Tent 13 are seen above: rear row, left to right, Roger Clipp, David Supowitz, Jack Greenberg, Alfred Davis, George Beattie, and Rube Shapiro; and front row, the Crew, left to right, Ellis Shipman, dough guy; Charles Zagrans, first assistant; Sam Alesker, chief baker; Norman Silverman, second assistant and Jack Engel, property master.

Curtain Rises On Fifth S.F. Festival

19 Countries Enter 22 Feature Films As Levin Looks Forward To Best U.S. Festival To Date

By MARK GIBBONS

SAN FRANCISCO—The curtain goes up tonight (Nov. 1) on the fifth annual San Francisco International Film Festival with 19 countries entering 22 feature length films. In addition to the feature entries, approximately 40 short films will be unspooled at the Metro during the next two weeks. Altogether, 32 countries will be represented.

Irving M. Levin, founder and managing director of the only officially sanctioned major festival in North America, told MOTION PICTURE EXHIBITOR:

"This year's lineup of films is clearly the best we've ever had. Many of the pictures entered are among the most important and controversial in the history of the festival, and in addition represent most of the great talents now making films.

"However, we have managed to maintain ample space for a number of first class films by young directors who the selection committee feels have excellent promise. With this group of films and a glittering array of global personalities who will be attending, we are certain of the most successful festival to date."

The Festival opens with the Czech entry, "White Dove," a first film by young Frantisek Vlácil. He has fashioned a dream-like fairy tale describing the "love affair" between a young girl and a delicate white dove. Gaining his idea from a group of paintings by the celebrated Theodore Platek, the film projects a deep lyrical quality.

Brisk change of pace follows the second night (Nov. 2) where the English entry, Tony Richardson's "Taste of Honey," has been slotted. The director of "Look Back In Anger" and "The Entertainer," who is also the producer of "Saturday Night and Sunday Morning," has taken a further step forward to becoming his country's top director with his adaptation of Shelagh Delaney's controversial play. "Taste of Honey" also introduces newcomer Rita Tushingham as a young girl who, trapped by the grim factory environment around her struggles for fulfillment in a brief love affair, a momentary "taste of honey."

From Argentina comes the latest work of director Leopoldo Torre-Nilsson. His "Summer Skin," a detailed study of the upper class tendency to somewhat distort true human feeling, will be shown on Nov. 3. Torre-Nilsson, who will accompany his entry to San Francisco, is best known for his classic "La Casa del Angel."

Saturday night will mark the presentation of the controversial Russian film, "The Clear Sky." Winner of the first prize at the Moscow Film Festival this year, the picture essentially is about a love affair between a famous pilot and a lovely young girl. The controversy centers in its anti-Stalin references. Picture was directed by Gregori Chukrai, whose "Ballad of a Soldier" swept the 1960 festival. Chukrai, the film's stars, and a large delegation of Soviet notables will attend the showing."

The afternoon of Nov. 5 will premiere "The Golden Trumpet" as the entry from Taiwan, produced in the studios of Shaw Brothers Ltd., of Hong Kong and Singapore. Plot con-

Industry To Fete Montague At Pioneer Nov. 20 Affair

NEW YORK—The 23rd annual Jubilee Dinner of the Motion Picture Pioneers will take place on the evening of Nov. 20 at the Waldorf-Astoria Hotel, it was announced by Simon H. Fabian, president of the organization. This year's Pioneer of the Year, A. Montague, executive vice-president of Columbia Pictures, will be guest of honor.

In announcing the event, which is one of the industry's most important social functions of the year, Fabian said that he expected upwards of 700 guests to fill the famed Starlight Roof that evening. A cocktail party, in advance of the dinner, will be held in the Sert Room.

This year's banquet marks the 15th anniversary of the selection of an outstanding industryite for special honors. It is especially notable because of the long and close association Montague had with the founder and first president of the Motion Pictures Pioneers, the late Jack Cohn.

cerns a nightclub entertainer driven to despair by the illness of his wife.

The same night will see the presentation of Spain's "Viridiana," another controversial film because of its anti-Franco theme. Directed by Luis Buñuel, it is an uncompromising indictment of human brutality and false charity. It won first prize at this year's Cannes Festival and is considered generally as the director's best work to date.

On Nov. 6, a second Soviet entry, "Peace To Him Who Enters," will be shown. It was winner of the Critics' Prize and a special jury award at the Venice Festival.

A double bill follows Nov. 7, featuring the Hungarian "Alba Regia," starring Tatiana Samoilova, remembered for her role in "Cranes Are Flying." Second film the same night is Yugoslavia's "Square of Violence." Picture has an international cast headed by the American star, Broderick Crawford, and includes Italy's Valentina Cortesa, Yugoslavia's Branko Plesa, and two of Ingmar Bergman's Swedish troupe, Anita Bjork and Bibi Andersson.

Satyajit Ray's "Devi" will be the Indian entry on Nov. 8. The director of the "Apu" trilogy, which won previous festival awards here, fashioned "Devi" in criticism of the superstitions that still abound in many parts of India. Although requested at most of the world's other festivals, the film was never shown outside the country and its San Francisco presentation will be its first to any non-Indian audience. Starring are Soumitra Chatterjee and Sarmila Tagore, both stars of Ray's "World of Apu."

From Italy on Nov. 9 comes a comedy featuring a top-name cast including Marcello Mastroianni of "La Dolce Vita." This film, "Ghosts In Rome," is the story of a carefree group of aristocratic ghosts who haunt their descendents' palatial home. Starring with Mastroianni are Vittorio Gassman, Sandra Milo, Belinda Lee, and Eduardo de Filippo.

The following night will feature a French "new wave" entry by 24-year-old Jean-Gabriel Albicocco with his first film, "The Girl With The Golden Eyes." This is a mood piece, a studious portrayal by visual effect and shock photography of a bizarre love tri-

(Continued on page 18)

MPAA Unit To Study Festival Participation

NEW YORK—Eric Johnston, president, announced the appointment of a special committee of the Motion Picture Association of America's board to study the industry's participation on foreign film festivals. The formation of this committee was approved by the board of directors at their recent meeting.

Conditions under which festivals operate have led to a widespread feeling among producers that their films were not fairly treated and consequently many producers refuse to make their films available.

These matters, together with present methods of selecting U.S. festival entries and desirable changes in festival rules and conditions, will be examined by the MPAA foreign film festival committee.

Those asked by Johnston to join the new committee are Wolfe Cohen, Warner Bros.; Walter Mirisch, The Mirisch Company; William Perlberg, Perlsea Company; James Perkins, Paramount; Mo Rothman, Columbia; and Jerry Wald, Jerry Wald Productions.

Jerome Pickman, chairman, MPAA national distributors committee (general sales managers), will work with the new group.

Theatre Accident Kills One

NEW ORLEANS—The ceiling of the Nola abruptly caved in killing a woman usher, age 64, and injuring at least 50 of an estimated 65 to 70 persons, who were trapped under the network of wire lathing and plaster that came crashing down during the supper hour show of "Homicidal."

It is reported that few of the injured were seriously hurt in the unfortunate accident. Theatre damage estimate wasn't immediately available, and no one knows just what had caused the ceiling to cave in. A thorough investigation is presently underway. There was no explosion or fire, the ceiling was dry, and there is no construction work in progress, according to Fire Department, police, and theatre officials.

A report was issued later by Mayor Victor Schiro, who was at the scene of the disaster, that all movie houses and auditoriums will be subjected to an inspection. He demanded a full investigation into the accident.

The theatre is a unit of United Theatres neighborhood showcases and was considered one of the finer neighborhood theatre structures in the city.

Conn. Exhibs To Meet

NEW HAVEN, CONN.—George H. Wilkinson, Jr., president, Motion Picture Theatre Owners of Connecticut, has invited all branches of the industry in the state to attend a special luncheon meeting at the Hotel Taft on Oct. 31.

Reports will be made on the recent TOA convention; product for 1961-62; new trends in equipment and in concessions by Philip Lowe, Rifkin Theatres, Boston; the future of ACE Films by Harry Goldberg, Stanley Warner; the status of toll-tv by Philip Harling, national toll tv committee chairman; and Allen Widem, "The Hartford Times," on "Press and Exhibition Relations."

No Fox Shutdown, Levathes Says; All '62 Films Ready By Year's End

BEVERLY HILLS, CALIF.—In confirmation of the strength and solidity of 20th-Fox and its assurances of a brightening future, the studio by the end of this year will have completed its entire production schedule of 1962 releases, and in the coming year will make 15 pictures for its 1963 release program.

This is what Peter Levathes, vice-president in charge of production, told 200 of the studio's enthused executives, department heads, and technicians in an assembly called by him for the purpose of outlining the company's current situation and future prospects.

Levathes heartened his hearers by pointing out that 20th-Fox currently has six big dramatic spectacles in the course of filming, another six in the cutting rooms, and five tv serials providing four hours of video showings per week, in addition to which the studio is spending \$3,000,000 for new and bigger crafts buildings.

"This should dispel any rumors that the studio is considering even a temporary shut-down," Levathes said. "We will have our full 1962 release program completed by the year's end and know in full detail the 15 pictures we are going to film in 1962 for the following year's release. How could it be possible to make 15 pictures next year if the studio is considering a shut-down?"

Levathes returned from an extensive tour of the company's current filming activities abroad, including "Cleopatra," "The Inspector," "Satan Never Sleeps," and the Darryl F. Zanuck spectacle, "The Longest Day." In addition to these four he cited facts on two other company projects now filming, Hemingway's "Adventures Of A Young Man" and "The Lion," and three others ready to start—Mark Robson's "Nine Hours To Rama" and "Something's Got To Give," the next Marilyn Monroe musical, and the Jerry Wald production, "Mr. Hobbs Takes A Vacation."

With the completion of the above-named pictures the company will, for the first time in its history, start a new year with an entire year's product in shape for release. This means, he stressed, that the company's sales departments and exhibitors will have ample time to give every picture a complete and ample distribution, advertising, publicity, and exploitation campaign.

Levathes also has been elected executive vice-president in charge of production by the 20th-Fox board of directors, it was announced by Spyros P. Skouras, president. Levathes will continue as president of 20th Century-Fox Television, Inc., a position he has held since 1959.

COMPO To Meet Nov. 3

NEW YORK—The annual meeting of the COMPO membership, board of directors, and executive committee will be held Nov. 3 at the Hotel Astor, it was announced by Charles E. McCarthy, the organization's executive vice-president.

Banta Heads MGM Branch

ST. LOUIS—Gerald A. Banta has been named branch manager here by Robert Mochrie, MGM's general sales manager. Banta had been a salesman in the Denver exchange since 1948. He succeeds Harry A. Hopkins who has resigned.

Preminger Urges Honest Approach To Film Ads

BOSTON—"I deplore exhibitors who are averse to honest advertising. Men who try to squeeze the last penny out of the public by trying to persuade children and everyone else to go to a picture definitely designed for adults and more sophisticated young people are doing a disservice to the film industry," Otto Preminger told Boston Globe film critic Marjory Adams.

In an interview with the director, Miss Adams, writing in the Boston Sunday Globe, said: "Preminger may make adult pictures—films which cause parents to wish he wouldn't—but he believes that children should be kept away from such entertainment if there is any doubt as to whether they would be hurt morally."

Preminger, who has just finished making Washington, D. C. locale scenes for "Advise and Consent," told Miss Adams that he will come to Boston this spring to look for proper backgrounds for his next production, "The Cardinal." He will make scenes in Boston, Rome and the high seas.

Chakeres Meeting Boosts Showmanship

SPRINGFIELD, OHIO—Chakeres Theatres held their annual managers meeting here at the circuit home office. The theme of the meeting was "Back To Showmanship in '62." The entire morning was devoted to a showmanship forum which opened with a screening of the Universal product reel.

Michael H. Chakeres, vice-president and general manager of the theatres, opened the meeting with a keynote speech and was followed by product talks with exploitation highlights by Manny Pearson, 20th-Fox representative for Ohio, and Kal Bruss, exploitation man for Metro-Goldwyn-Mayer. Dick Dickerson, indoor theatre booker, followed with a resume of product that had not been covered by the screening and the out of town visitors. Wally Allen, circuit advertising and publicity director, discussed ways and means to exploit in a small town situation.

The afternoon was devoted to theatre operations. Home office executives who talked were Grant Frazee, assistant to the general manager; Jack Frazee, Ohio district manager; Gene Lutes, Kentucky district manager; Bud Grote, head of Lobby Shoppes, Inc.; and Wesley Wilmer, comptroller. The meeting concluded with a dinner at the Shawnee Hotel where Glenn Weigert, director of public relations for International Harvester, gave a talk about public relations in general.

Interworld Joins IFIDA

NEW YORK—Michael F. Mayer, executive director of IFIDA, announced the acceptance of an application for membership of Interworld Film Distributors, Inc., distributor of foreign films.

Representing Interworld on the IFIDA Board will be Stanley Ascher, president, and Maurice Kesten, executive vice-president.

Top Loew's Showmen Sought Via Contest

NEW YORK—Ernest Emerling, vice-president and ad-pub chief of Loew's Theatres, and Charles E. Kurtzman, general manager, have bulletined Loew house managers on procedure for judging entries in the circuit's showman of the month contest. The contest offers monthly prizes to managers who turn out the best publicity campaigns on their attractions and provides a two-week, all-expenses-paid trip to New York, Florida, or Puerto Rico for the grand winner at the end of the year. Loew's contest started officially the first of October.

To determine in an equitable manner the winner of the annual showmanship award, and also the winner of a semi-annual showmanship award, Loew's has set up a point system which will apply to all entries submitted to its home office. The winner of a monthly award—for the best all-round campaign submitted from among Loew's ninety-odd theatres in New York and around the country—will receive 10 points. Second best campaign rates six points; third, four points; fourth three points; and fifth, two points.

The annual showmanship award will be made to the manager accumulating the most points in the 12-month period. Judges will include Laurence A. and Preston Robert Tisch, Emerling, Kurtzman, division managers, and members of the Loew's advertising and publicity department. In addition to the two-week extra vacation that the grand prize winner will receive, there will be a prize for the best campaign at half-year, plus other prizes to be announced.

Manager Faces Jail Term

OAKWOOD, OHIO—Edward M. Eads, manager, Fair Hills, only theatre in this city near Dayton, was sentenced to six months in the workhouse and fined \$2,500 for showing "The Sins Of Youth" by Municipal Judge Frederick Howell, who found him guilty of violating the state's anti-obscenity law in showing the film last January. The film was ordered destroyed.

It was said that an appeal will be carried to the Court of Appeals.

Eads' sentencing was claimed to be the result of a warrant filed by Oakwood Police Chief, one of four Oakwood officials and 12 private citizens who are defendants in a \$1,350,000 damage suit filed by Adolph Herman, president, Fair Hills Theatre, Inc., filed last September in Montgomery County Common Pleas Court, Dayton, claiming the defendants "conspired together for the purpose of injuring the theatre's business." He said that as a result of the allegedly conspiratorial acts of the defendants, the reputation of the theatre has been maligned and damaged.

Obscenity Case Dismissed

PORTLAND — Charges were dismissed against Paramount manager M. M. Mesher and projectionist Lloyd Robinson for showing "The Lovers" for which they were arrested under a 1961 obscenity statute.

The assistant district attorney, who prosecuted the case, indicated that an appeal may be made, but Mesher indicated he may replay the picture when present booking commitments had been completed.

NTA Names Roberts

NEW YORK—The appointment of Martin Roberts to the newly-created position of director of advertising, promotion, and publicity for National Telefilm Associates, Inc., was announced.

Allied Reports Growth On Several Fronts

DETROIT—Milton H. London, Allied States Association executive director, is successfully doubling in brass. Recently reported have been the formation of new Allied States Association units, the rejuvenation of others, and individual joiners in areas wherein there are not as yet Allied units.

However, he has not neglected his own home front, playing the part of president of Michigan Allied.

Paralleling national growth, the past few months have been quite amazing in sweeping the remnants of non-Allied members into the fold. This, in a state where almost every potential theatre is already a staunch supporter.

The record, which is probably a record, for the past few months shows the roster increased by:

Music Hall, Cinerama Theatres; Adams, H. & E. Balaban; Center, Michael J. Basso; Varsity, Louis J. Mitchell; Stone, Milton Jacobson; Vogue, Del Ritter and Roxy, Elliott D. Cohen, all Detroit situations.

Also Miracle Mile D-I, Elton L. Samuels, Pontiac; Van Dyke D-I, Elliott D. Cohen, Warren; Twilight D-I, Dean Gerjell, Saginaw; Five Mile D-I, Donald G. White, Dowagiac; Creston, H. C. Himelstein, Grand Rapids; Decatur, Jack Repp, Decatur; Skytop D-I, Russell and Howard Kortess, St. Louis; Commerce D-I, W & W theatres, Commerce; Caro D-I, Ashmun Brothers, Caro and Lyon, George Keast, South Lyon.

Goldwyn Verdict Appealed

SAN FRANCISCO—Both sides in the anti-trust suit which resulted in Samuel Goldwyn winning a judgment of \$300,000 against National Theatres, Fox West Coast Theatres and a number of distributors have filed notice of appeal against the verdict of Federal Judge George B. Harris. Goldwyn claims the judgment is insufficient and the defendants ask to have the judgment set aside.

Des Moines Council Authorizes Bill To Regulate Film Theatres And Ads

DES MOINES—The Des Moines City Council authorized a city ordinance to be drawn to regulate motion pictures and movie advertisements.

The Council directed City Counsel Leonard C. Abels to draw up an ordinance that would create a theatre permit board to investigate complaints and to make recommendations to the Council, and to empower the Council to revoke a theatre license.

At an earlier Council meeting, several members reported they had received complaints about some of the films and advertisements, especially from the teenager standpoint.

The main difficulty with regulating the 11 city licensed theatres appeared to be with the drive-in theatres located outside the city limits. Suggestions were made of seeking assistance from the state and county authorities.

Abels, in an opinion written for the Council, pointed out the Council has authority to regulate theatres under the Iowa law conferring police powers on municipalities.

Counsel Abels said enforcement of the proposed program would "help clean up film

Columbus Council Sets New Board To Review Films During Exhibition



Irv Kupcinet, Chicago Sun-Times columnist and "At Random" moderator on WBBM (CBS), and Miss Lee Phillip, Chicago CBS personality, interview Brigid Bazlen over the "live" broadcast from the lobby of the Michael Todd Theatre at the midwest premiere of MGM's "King Of Kings." Dave Wallerstein, president, Balaban and Katz chain, looks on.

Ticket Tax Take Up

WASHINGTON—During fiscal year 1961, which ended last June 30, the Treasury Department collected \$35,646,000 from the tax on regular admissions, not including over-priced and cabaret receipts. This figure compares with \$33,457,000 collected during the preceding fiscal year, according to the Internal Revenue Service.

SW Sets Dividend

NEW YORK—The board of directors of Stanley Warner Corporation has declared a dividend of 30 cents per share on the common stock, payable Nov. 24 to stockholders of record Nov. 8.

exhibitions within the city," but added:

"A voluntary censorship program by the film distributors might be even more effective. The trend to movies both sensational and sensual in nature is no doubt due in part to an effort to recapture part of the audience lost to television by providing 'entertainment' not available over the air waves under FCC regulations."

Noting that theatres exist in the vicinity outside the city, he said that enforcement of regulations by Des Moines alone "would simply enrich theatre operators across the corporate limits at the expense of the theatre operators within the city."

Abels suggested a four-member inspection board consisting of a teacher, a minister, a member of the film or theatre industry, and a newspaperman or radio or TV person.

Concerning advertisements, Abels said, "Sometimes the actual films, apart from being of questionable literary value, are neither obscene, indecent nor pornographic, but . . . the advertisements for the films are written so as to entice the public, especially the younger members thereof, to attend with the expectation of high vicarious adventure."

COLUMBUS, O.—Columbus City Council, by a vote of six to one, approved the establishment of a citizen's board of motion picture review with 15 members to be appointed by Mayor Ralston Westlake. The measure will become effective 30 days after it is signed by Mayor Westlake.

Only vote against the ordinance was cast by Mrs. Golda May Edmonston, Republican sponsor of a censorship bill twice defeated in council votes in recent weeks. "I can't see that this will help the situation at all," said Mrs. Edmonston. "I'm still for censorship. I'd like to see the censorship question placed on the ballot so that the public can decide."

Council reserved the right to approve the mayor's appointments. Members will serve without pay, except for expenses. Board members will attend regular showings of films and pay regular admission rates. Councilman Robert H. Smith, Democrat, sponsor of the measure, estimated the total cost would not exceed \$100 per week.

Films may be viewed by as few as five of the 15 members. Vote of three of the five would determine whether the board should cite the film's exhibitor before the police with violation of the city and state anti-obscenity laws. If police fail to act, then the board would have authority to file charges. Cases would be decided in municipal court.

Police Chief George Scholer told council that his department would still have to view films cited by the board before police action would be taken.

The ordinance is similar to one presented as an alternative to censorship by Harry Wright, attorney for the Motion Picture Association. In a letter to Council, Wright said the association does not endorse the measure. Manning Clagett, assistant to Eric Johnston, who had attended previous council meetings on censorship, was not present when the vote was taken.

Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, urged Council to require the appointment of at least one industry member to the board. The approved bill does not contain any advice to the mayor about makeup of the board, but council members indicated they might request the mayor to include an industry representative. Attorney Wright said he will ask the mayor to appoint such a member.

Following approval of the review board, Council killed the measure introduced by Councilman Ronald DeVore, Republican, chairman of the safety committee, which would have set up stringent bans on admission of minors to "lewd, lascivious, and obscene" films.

Panel Splits Evenly On Censorship Question

COLUMBUS, O.—Four panel members on the Columbus Town Meeting debate on film censorship aired over WBNS radio and WBNS-TV split evenly on the question of establishing city film censorship. The debate was held 24 hours before Columbus City Council approved a citizens' board of review to view all films and cite exhibitors for violation of city and state anti-obscenity laws.

Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, and Robert Shamansky, local attorney, opposed censorship. Edward Honton, representative of the

(Continued on page 18)

TOA Praises U-I For Limiting Ban On Kiddie Shows To Problem Houses

ATLANTA—The disclosure by Universal-International that it was not adopting a kiddie show prohibition for the engagements of "Come September" was praised by John H. Stembler, new president of Theatre Owners of America.

Speaking from his office here, Stembler declared:

"TOA is most gratified by the clarification issued by F. J. A. McCarthy, Universal's assistant general sales manager. His company is contributing towards maintaining the stability of contract negotiations, without either distribution or exhibition encroaching upon the custom rights of the other party."

Late last week it was disclosed that some New England exhibitors had received contracts for "Come September" which contained an added typewritten clause stating that Saturday or Sunday kiddie matinees could not be held during the picture's engagement.

McCarthy said this prohibition was not Universal policy, and was inserted by his company's Boston exchange only in instances where the exchange felt the individual exhibitor might permit both children and adults admitted to a kiddie matinee to remain after its conclusion, for "Come September," without collecting a new admission charge.

"We were naturally most concerned," Stembler said, "when we first received the reports of the kiddie show prohibition from the New England area. Universal's solution in taking action only against those theatres where it felt it has a problem, is a sound business move, and cannot be criticized as such. So long as we have Universal's assurance that such restrictions will be confined to isolated instances of possible infractions, we will not be critical."

After reports of the Boston exchange action were cited to him, McCarthy declared Universal was not, nor had any intention, of making this a national policy.

Minn. Firm Buys D.C. House

WASHINGTON, D.C.—The Emerson Theater Company of Minnesota, headed by Ted Mann, has acquired full control of the Dupont, this city's art house showcase, from United Artists Corporation and from a syndicate of private investors represented by Leopold V. Freudberg, a Washington financier. United Artists and the Freudberg syndicate each held a 50 percent interest in the Dupont, which has been chalking up boxoffice records with its engagement of "Never On Sunday," a Lo-pert Pictures release now in its 43rd week.

Mann, who owns 12 theatres in Minneapolis, St. Paul, and Duluth, also heads an extensive booking operation, Northwest Theatres, in the Minneapolis territory. Acquisition of the Dupont is his first move east.

Talmadge Heads UA Records

NEW YORK—Appointment of Art Talmadge as president of United Artists Records was announced by Arthur B. Krim, president of United Artists Corporation. Talmadge, who has served as vice-president and general manager of the record company for the past year and a half, replaces Max E. Youngstein, who headed the record operation from its inception. Youngstein, also vice-president of the parent United Artists Company, recently announced his resignation from United Artists as of Jan 1, 1962.

N.Y. Newspapers Ask End To Movie Ticket Tax

NEW YORK—Editorials in several local daily newspapers urged repeal of the city amusement tax that is "cramping the livelihood" of local movie theatres. Pointing out that the city has given the ailing theatre industry a lift by repealing its five per cent amusement tax on legitimate theatre tickets, the editorials reminded that a "steady rise in overhead had reached the point where something had to give—and this was the ideal 'something.'"

"It is neither surprising nor out of order for operators of motion picture theatres to ask equal treatment. Their cost-price squeeze has become acute, too, and the fierce competition with 'free' TV entertainment continues. So does the five per cent city admissions tax on all tickets over 99 cents. What's good—and necessary—for the health of the legitimate theatre is no less good and no less necessary for the movie houses. In consistency and fairness, the city should banish the nuisance tax cramping their livelihood."

Old Boston Art House Renovated, Reopened

BOSTON—The old Fine Arts, first art house in Boston 25 years ago, has been reopened by James Valmos and Stephen Prentoulis, both of New York City, who have operated in Greenwich Village. The Fine Arts is upstairs in the former Loew's State in the Back Bay section of Boston, now the Donnelly Memorial Theatre, owned by the Catholic Archdiocese of Boston, which purchased it from Loew's.

The 385-seat house has been renovated; coffee is served to patrons in the lounge; admission price is \$1; and the house is open evenings with matinees only on Saturdays and Sundays. Policy is that of art film and classics.

The first presentation was part of a Great Directors Festival featuring two Swedish films, "The Magician" and "Wild Strawberries," both reruns in Boston. The second and current offering is Charles Chaplin films. New programs will begin on Friday and performances are continuous.

The house was opened as the Fine Arts some 25 years ago by George Kraska, now the exploitation chief of Joe Levine's Embassy Pictures Corp. in New England. Kraska, who introduced foreign films to Boston, showed "Threepenny Opera" at the Fine Arts over two decades ago. In late years, the name of the house was changed to The Little Opera House, and plays and opera were presented there. The house has been vacant for the past year.

AIP Promotes Zide

HOLLYWOOD—Michael "Mickey" Zide has been promoted to assistant to Leon P. Blender, American International Pictures' vice-president in charge of distribution, it was announced by James H. Nicholson and Samuel Z. Arkoff, AIP toppers.

Robert "Bob" Levinson moves up into Zide's former post as print control manager, they also announced.

Village Turns Down D-I Building Petition

ST. LOUIS—Trustees of the Village of Hazelwood unanimously refused a petition of Fox Midwest Theatres to build a drive-in in the village, according to an article in the Globe-Democrat, Oct. 20.

"We are opposed to any drive-in theatres in Hazelwood," Mrs. Lorraine Adams, who presented a petition with 612 signatures in opposition, said. The petition objected to the increase in traffic, the attraction of undesirable persons, and the sanitation problems the drive-in would present.

"The Mayor of St. Ann said that he would be glad to give Hazelwood one of his two drive-ins," said Dale Scoggins, another citizen opposing the move. "They don't want them either." Scoggins stated that the revenue derived from the drive-in would not be worth the problems it would pose. He said the tax evaluation of the theatre would never equal that of industry attracted to the same site. The proposed site is zoned light industrial.

"Besides, I don't want to let mobs of teenage hotrodders loose on our streets at 1 or 2 a.m.," he added.

William Cowgill, real estate broker for Fox Midwest Theatres, pointed out that the assessment on the \$600,000 theatre would amount to \$225,000 or \$2000 more than the Allis Chalmers Tractor Company.

"At the present rate of 35 cents per hundred, the revenue would be a sizeable addition to the village bank account," he said.

"We will build you something you can be proud of," John Meinardi, St. Louis district manager of Fox Midwest Theatres, told the trustees. "Our drive-in would not be operated like the others. We plan to run it like a regular theatre."

He said the grounds would be strictly patrolled, and rigid sanitation and refuse regulations would be adhered to.

"Hazelwood was chosen because it is a prime business area having 125,000 persons within four miles," he said. "But we don't want to come in if you people don't want us."

Following the vote by the trustees to refuse Fox the right to build, Meinardi said there were no immediate plans as to where the company would try to build next.

"El Cid" To Detroit

DETROIT—Allied Artists announced that the Music Hall, this city, has been selected as the 11th exclusive, reserved-seat engagement for Samuel Bronston's "El Cid," with the date set for Dec. 21. The epic film will have its New York premiere on Dec. 14 at the Warner, followed by its west coast premiere at the Carthay Circle on Dec. 19. Philadelphia and San Francisco will open on Dec. 20; with Chicago, Boston, Toronto, Montreal, Miami Beach, Cincinnati, and Detroit premiers on Dec. 21.

"El Cid" also will come to the aid of Boston's education radio station WGBH and television Channel 2 which burned down a few weeks ago and has become one of the biggest civic projects on the fund raising agenda of the city fathers. The Boston premiere at the Astor has been taken over by The Mayor's Fund For Channel Two.

Md. Censors Face Fight

BALTIMORE—Local exhibitor Robert T. Marhenke threatened court action in his dispute with the Maryland Board of Motion Picture Censors over "The Immoral Mr. Teas."

Cooperation Seen Key To Success By Fine

COLUMBUS, O.—Film industry can't be a really great business without cooperation between all elements—production, distribution, and exhibition—said Marshall Fine, president, Independent Theatre Owners of Ohio, at opening session of 26th annual convention at Deshler-Hilton Hotel here.

"Problems can be worked out amicably by sitting down with distributors rather than by merely ranting and raving," he said. He pointed to Warner Brothers' reversal of its stand on kiddie matinees of "Fanny" as an example of adjustments that can be made.

Fine told delegates that all but two major distributors have agreed to go along with Allied plan to have scale built into rental contracts, based on past grosses, so that individual figuring of rentals on single pictures need no longer be done.

Fine added that Allied has doubled the number of theatre units affiliated with the organization since Jan. 1. He said many units which resigned from Allied have since returned.

Al Sindlinger, Sindlinger analysts, urged exhibitors to put into practice a block-by-block phone survey of 15 to 25 persons per night via calls by theatre cashier. Questions would be based on those used by Sindlinger organization in polling persons on movie habits. "You may be shocked at some of their replies," he said. He said such a survey would stir up interest in the theatre and what it is showing.

Sindlinger said exhibitors should refuse to book films that are not pre-sold by distributor. He said distributors should start pre-selling films up to eight months before release. "Millions are being lost to both distributors and exhibitors by failure to pre-sell," he said.

Pleading for a return to "old-fashioned showmanship," Johnny Jones, Columbus Dispatch columnist and former theatre manager, said, "You can't expect just to open your doors and do big business." He said song-fests with slides would be a novelty for today's audiences.

"People are getting tired of television and want good entertaining films, not heavy controversial subjects," Jones added.

He told exhibitors to get to know their newspaper editors and phone in items of news they observe around their theatres. "Movies are still news," he said.

"Be a good neighbor," advised Edward L. Warner, regional public relations manager of General Motors, in a talk on public relations. He advocated use of theatre marquees for civic causes, more kiddie matinees and cartoon shows, and more cooperation with schools and colleges on appropriate pictures.

Showing of nudist and sex films is an example of poor public relations, said Warner. "These films can nullify the good effect of higher-type films," he said.

Don LeBrun explained the "Trade-at-Home" merchant co-op promotion and urged large and small theatres make use of the campaign.

William Moore, secretary, National Pickle Packers' Association, praised pickles as a high-profit item for both indoor and drive-in houses. He said the profit on a 10-cent pickle can be as high as six cents. "In addition, it's a quiet food," he said.

Fine was re-elected president at the concluding convention session. Other officers re-elected are F. W. Huss, Jr., first vice-president; Jack Armstrong, second vice-president;



The NEW YORK Scene By Mel Konecoff

COLUMBIA PICTURES and Circle in the Square Theatre have established a unique working relationship for the exchange of talent, material, and training facilities, according to Columbia vice-president Paul N. Lazarus, Jr., and Theodore Mann and Jose Quintero, co-producers of Circle in the Square. This carries forward Columbia's announced intention of aggressively fostering new talent on all levels. There is no term for the agreement, which should prove a training ground for Columbia and its pictures, eventually.

As producer Max Gordon noted, the years have seen the talent ranks depleted, and replacements are needed in both areas of the entertainment field. The Columbia advisor thought that this might be an answer to this need.

The Circle operation would accept recommendations from Columbia for the training of new and untried talent in which the company has special interest, and it would also be able to recommend talented students and players for screen testing.

Columbia will on the other hand make available contract talent for specific production and seek talent for its motion pictures. In the exchange of literary material, Columbia would provide dramatic properties in which it is interested for stage exposure, and the theatre will also be a source of written properties for possible film use.

The relationship places no restrictions on the partnership, and the exchange of talent is not limited to performers but can embrace other theatre crafts as well.

The working relationship between the organizations is a considerably expanded expression of Columbia's special interest in the legitimate theatre as a training ground and source of talent.

Lazarus estimated that the action could well expand the studio contract player list and it may provide new talent for pictures being made in the East or in other parts of the world.

AWARD DEPARTMENT: The Associated Motion Picture Advertisers started its new season with an annual awards luncheon at the Hotel Picadilly last week, with newly elected president Al Floersheimer forecasting an active season for 1961-62. Arthur Mayer was toastmaster and as witty as ever as he presented the annual achievement and merit awards.

Robert Selig was given a certificate as the exhibitor who made the greatest contribution to the industry in the past year, and this was accepted by Phil Harling in the absence of Selig, vice-president of Fox Intermountain Theatres.

A certificate honoring the year's best showman went to Walt Disney for his many films, and this was accepted by Spyros P. Skouras for forwarding to Disney.

Columbia Pictures was selected as the company with the most consistent flow of product during the year, and this was taken by vice-president Paul Lazarus, Jr., on behalf of absent president Abe Schneider, with continuance of the product flow promised.

A certificate went to MGM for the greatest progress over the past four years and vice-president and general sales manager Robert Mochrie accepted this on behalf of president Joseph Vogel.

Spyros P. Skouras, president of 20th Century-Fox, was honored with an award for his outstanding service to the motion picture industry. Mayer noted that when the industry faltered and needed assistance, Skouras was the first to rush into the breach. Now he urged support of Skouras when he was beset by difficulties.

Skouras paid tribute to the advertising departments of his and other companies for providing much needed inspiration in the company operations. He opined that the industry was looking to the advertising and promotion departments to provide the needed spark which made the industry the miracle of commerce, perhaps more than any other department in the business. He estimated that the industry needs two good motion pictures weekly to recapture the audience of the world and this can be accomplished. Theatremen everywhere are anxious to cooperate.

He announced that his company has overcome two years of reverses with over a half dozen top features being scheduled for early release in the near future.

A moment of silence was observed in memory of the late Joseph Schenck.

ASIDE TO RUTH POLOGE: Thank you, sweetie.

Milton Yassenoff, treasurer; Ken Prickett, executive secretary; Louis Withe, alternate national director. Jack Armstrong, Bowling Green, was named national director. Myron Price, Newark, was chosen member of board, succeeding Louis F. Eick, Martins Ferry, resigned because of illness. All other board members were reelected.

Robert Dunville, president, Crosley Broadcasting Corporation, advocated that theatres in TV station area share cost in saturation campaigns for multiple showings of selected pictures. He urged more use of 40 second and one minute spots on local live shows as well as film shows. Campaigns should be concentrated in 10 day period, with heaviest time buys in last three or four days, he suggested.

Charles Kurtzman, general manager, Loew's Theatres, urged exhibitor cooperation with merchants in promoting downtown business

via newspaper ad campaigns and with transit companies in giving greater service at low cost. Gordon Bennett, Hastings, Mich., exhibitor, told of successful plan of using mimeographed pre-vue magazine to plug product and telephone answering service by which patrons get recorded messages about theatre attractions 24 hours per day.

He wants a suggestion from the public on a new word to replace "Movies" to distinguish TV Movies from theatre attractions. "Theatre pictures don't just move, they live," he said.

Para Dividend Set

NEW YORK—The board of directors of Paramount Pictures Corporation voted a quarterly dividend of 50 cents per share on the common stock, payable Dec. 15 to holders of record Nov. 30.

Christmas Deadline Set By Integration Group

CHAPEL HILL, N.C.—A group which has been pushing integration of Chapel Hill theaters has issued an ultimatum giving the town's two movie houses until after the Christmas holidays to completely integrate.

The ultimatum was issued at the group's first meeting since it stopped picketing the Carolina and Varsity last fall when the Carolina announced a policy of admitting Negro students at the University of North Carolina who properly identify themselves as such. The Varsity never has announced any change in policy but is reported to have been admitting the students also.

More than 100 students and townspeople attended the meeting of the Chapel Hill Committee for Opening the Movies to All.

No recourse was proposed at the meeting should the two theatres not comply with the ultimatum.

The committee heard reports on visits members had with managers of the theatres and elected a new executive committee.

The new committee presented a proposal that immediate negotiations be made to open the two motion picture houses to all Negro citizens who could identify themselves.

The group defeated the proposal, however, and the motion setting the "after the Christmas holidays" ultimatum was adopted instead.

One committee member quoted W. G. Enloe, Raleigh, district manager of North Carolina Theatres, as saying that opening of the movie house to Negro students was the "first step" toward opening it to all, and that "no unhappy" incidents had occurred. Enloe could give no definite date on when any further steps toward integration would be taken.

Miss Mary Mason, who was elected chairman of the executive committee, said that at a meeting with manager E. Carrington Smith he told her he wished more Negroes were in attendance at the Carolina, but that he was unwilling to open the house to Negro townspeople as well as students and could give no dates when further moves toward integration might be made.

Neither the Carolina nor the Varsity has a Negro balcony, and there is no Negro motion picture theatre in the town.

Less than 80 Negro students attend the university, and the University of North Carolina student newspaper, The Daily Tar Heel, has editorially called for an end to "token" integration at the theatres and the admission of all persons regardless of race.

"There is no denying that the problem of integration is a ticklish one, and great harm could be done by too rapid attempts to integrate," the Tar Heel said. "At the same time, the Negroes in the Chapel Hill area have shown a monumental degree of patience in their dealings with the two local theatres. They willingly called off picketing operations when the management promised to integrate—slowly, quietly, and with a minimum of fanfare.

"But it becomes more and more obvious that the promise was an empty one, prompted only by falling ticket sales. It now appears that the 'slow, quiet approach' was nothing more than a slow, quiet, attempt to get the pressure off.

"We suggest that someone rapidly, loudly, put it back on again."

Tent Honors Chevalier

WASHINGTON, D.C.—Variety Club of Washington will hold its 26th annual dinner-dance at the Statler-Hilton Hotel on Nov. 18 honoring Maurice Chevalier with Variety's 12th "Personality of the Year Award."



LONDON Observations

by Jock MacGregor

Selling refrigerators to the Eskimos has been a long standing gag. At the lunch sponsored by Lyons Maid, the ice cream manufacturers, in conjunction with their Belgium associates, Industrie Glaciere et Laitiere, to celebrate the London meeting of the Union Internationale de L'Exploitation Cinematographique, I began wondering just when this alert company would start selling them their popular line of goods.

Never before had I realised, even dreamt, that today their ice cream is a world export. Adorning the wall of the lunchroom was an enormous map showing that Lyons Maid sells its celebrated London Frozen ices from Borneo in the East to Jamaica in the West. George Arnold and Stanley Van Gelderen entertained the delegates from the ten countries attending. Parties tended to rally round the flag, so to speak, with Lord Westwood, the independent exhibitor, Rank's Dickie Dewes, and Associated British's H. S. Roelich at our table, the conversation seemed to touch everything but business. Resulting merriment must have disillusioned the visitors about the British never relaxing.

The business sessions, held at the Cinema Exhibitors Association HQ, covered all those problems common to exhibitors internationally—tv, product shortages, rentals, and conditions. Indeed, the cynic might feel the only added problem was that of languages. Seriously, a lot of good work on an international basis was achieved. Britain's Ellis Pinkney was elected director general.

The meetings came to an end with a really delightful dinner at the exclusive River Club, given by Associated British. C. J. Latta, supported by Robert Clark, Jimmy MacDonald, his top executives headed by Sidney Lewis, the CEA president Jimmy Wallis, and David Jones, and their contract artists welcomed the guests. Latta was in great form. When he announced that Associated British Pathe's Macgregor Scott was really the host Maitre d'hotel Francis immediately appeared and presented Mac with the bill to the amusement of all present. CJ, speaking in what he described as broken English, kept things so short that he even forwent the opportunity of plugging Variety! Ellis Pinkney replied in French and was accused by one present of having made a truly witty speech for the first time! It was a thoroughly enjoyable evening.

CANADIAN Highlights

By Harry Allen, Jr.

THE MOTION PICTURE PRODUCTION COUNCIL of Canada has been formed in Toronto representing labor and management to bring about a continuity of film production in the entertainment field. The Council has set up an interim steering committee which represents the various facets of those attending the first meeting. Objective of the group is to submit a brief to the Federal Government offering recommendations through which theatrical and tv production can be put on the path of permanence. The brief will be a combination of all segments of production—management, labor, artists, composers, and technicians.

The steering committee will meet to arrange the election of officers and outline specific aims and objects in a brief to be submitted to the Council at its next meeting. More organizations with an interest in the production field will be invited to send representatives to the Council. On the committee are Don Wilder, president, Canadian Society of Cinematographers; Arthur Chetwynd, Association of Motion Picture Producers and Laboratories of Canada; George Mulholland, IATSE technicians' union; and Roy Krost, Canadian directors. Present at the meeting which created the Council were N. A. Taylor and Chetwynd, for the AMPPLC; Wilder, for the CSC; Mulholland and William White, for the IATSE technicians; Dennis Sweeting for the Canadian Council of Authors and Artists; and Krost. Present also were observers from the Canadian League of Composers, the National Association of Broadcast Employees (NABET) and L'Union des Artistes.

CINEMIRACLE'S "WINDJAMMER" has completed its longest run in North America at the Eglinton, Toronto, with 44 weeks under its belt and more to come. The world's record run of the picture so far has been in Stockholm, Sweden, where the picture played for 93 weeks, and it is expected the Eglinton run might give the Swedish run a run for its money. The film has grossed a top of \$10,000 in a week, with an average of \$6,000 being taken in on the reserved seat policy. Helping to keep the attendance very much alive has been the policy of selling out the house to various organizations. . . . Sales manager and technical consultant for Associated Screen Industries, Ltd., James Weatherby, who took that post at the beginning of the year, resigned. He had been previously with the National Film Board and ASI's predecessor company, Associated Screen News, having joined the latter in 1927. . . . Arrangements have been completed to bring Telemeter subscribers in the Toronto suburb of Etobicoke all 35 away-from-home games of the Toronto Maple Leafs of the National Hockey League. Lou Novins, president, International Telemeter Company, a wholly-owned division of Paramount Pictures Corp., said the acquisition of the rights plus the televising of all the five regular home games of the Toronto Argos represented a major breakthrough in the volume of special events offered on pay tv during any six month period. . . . Speaker at the annual luncheon of the Motion Picture Theatres Association of Ontario will be Walter Rawcliffe, nationally recognized sales promotion and merchandising authority. The luncheon, to be held at the King Edwards Hotel on Monday, Nov. 27, will follow the business session.



ONE OF THE GREAT ENTERTAINMENTS
IN THE HISTORY OF MOTION PICTURES

1961

WORLD PREMIERE

NEW YORK CITY RIVOLI THEATRE

October 18

BOSTON GARY THEATRE

November 1

PHILADELPHIA MIDTOWN THEATRE

November 7

WASHINGTON, D. C. UPTOWN THEATRE

November 15

MIAMI BEACH SHERIDAN THEATRE

December 14

LOS ANGELES GRAUMAN'S CHINESE THEATRE

December 14

SAN FRANCISCO UNITED ARTISTS THEATRE

December 15

In February 1962, WEST SIDE STORY

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CINCINNATI • DETROIT

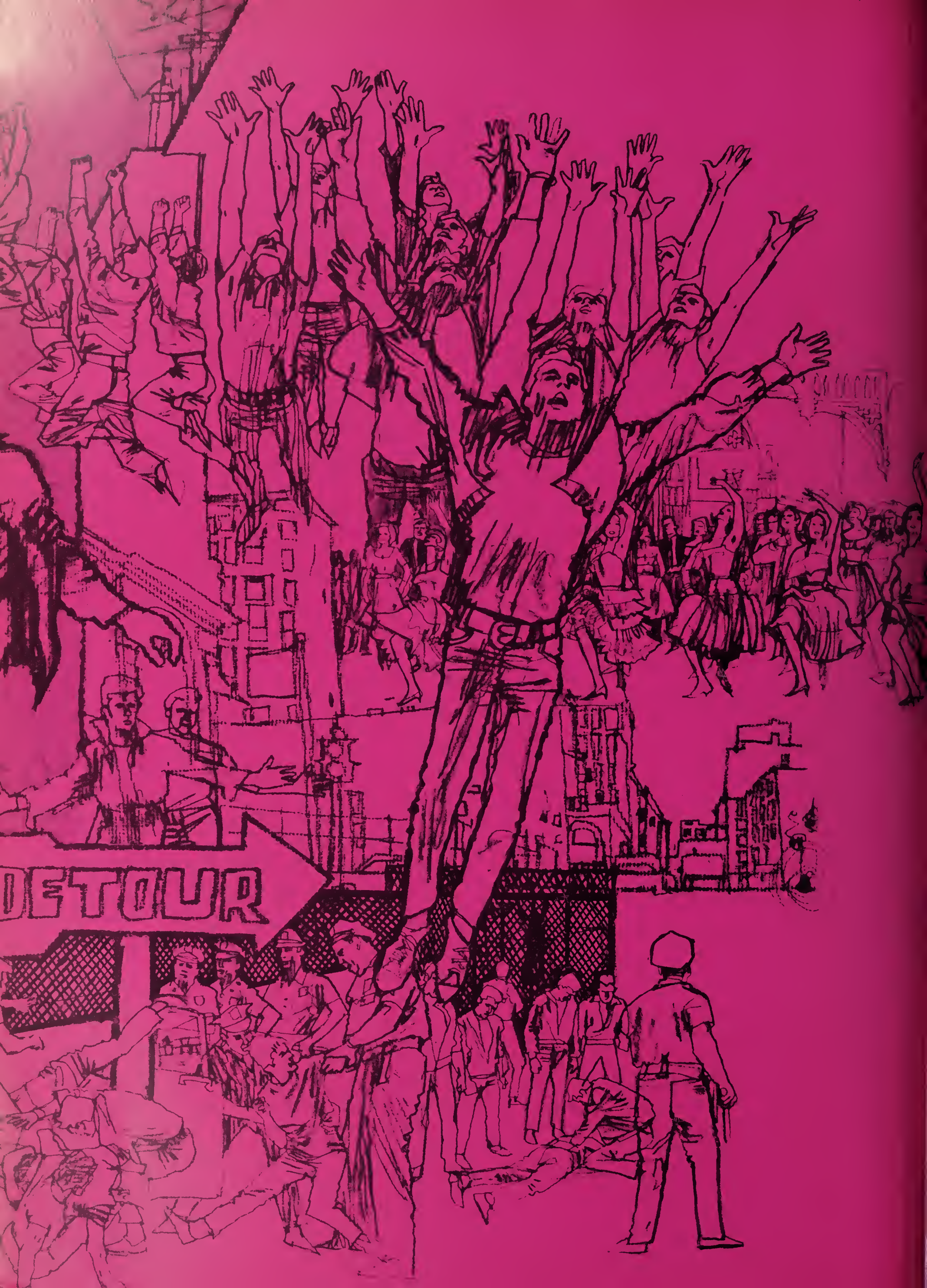
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ROBERT WISE
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RICHARD BEYMER
RUSS TAMBLYN
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GEORGE CHAKIRIS

DIRECTED BY

ROBERT WISE AND JEROME ROBBINS

SCREENPLAY BY

ERNEST LEHMAN

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SAUL CHAPLIN

CHOREOGRAPHY BY

JEROME ROBBINS

MUSIC BY

LEONARD BERNSTEIN

LYRICS BY

STEPHEN SONDHEIM

BASED UPON THE STAGE PLAY PRODUCED BY

ROBERT E. GRIFFITH AND HAROLD S. PRINCE

BOOK BY

ARTHUR LAURENTS

PLAY CONCEIVED, DIRECTED AND CHOREOGRAPHED BY

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THE Tip-off ON BUSINESS

An Exclusive MOTION PICTURE EXHIBITOR Estimate, based on data assembled by an experienced field staff, and drawn from other industry sources.

Average reported grosses for a preceding 13-week period are used as a comparative. This estimate covers features in more than 300 first-run engagements.

***INDICATES ESTIMATED AVERAGE WEEKLY GROSS OF THEATRE FOR THE FIRST 13 WEEKS OF 1960**

OTHER FIGURES INDICATE ESTIMATED AVERAGE WEEKLY GROSS OF THAT THEATRE FOR THIRD 13 WEEKS OF 1960.

SPARTACUS (U-I)		
DeMille, New York (\$13,700)	50	147%
McVickers, Chicago (\$16,200)	23	104%
Astor, Boston (\$8,700)	30	112%
Goldman, Philadelphia (\$12,800)	22	96%
Madison, Detroit (\$16,000)	21	103%
Music Box, Seattle (\$5,700)	15	135%
Esquire, St. Louis (\$12,500)	16	104%
United Artists, San Francisco (\$13,500)	15	122%
Brown, Louisville (\$8,700)	8	98%
Dundee, Omaha (No Ave.)	17	Ave \$4,200
Loop, Chicago (\$5,000)	13	210%
Mercury, Detroit (\$14,300)	8	97%
Ambassador, St. Louis (\$10,700)	3	129%
Midtown, Philadelphia (\$10,400)	6	91%

TAMMY, TELL ME TRUE (U-I)		
Golden Gate, San Francisco (\$19,700)	2	64%
United Artists, Chicago (\$20,800)	3	107%
Omaha, Omaha (\$7,700)	1	130%
Fox, St. Louis (\$14,300)	2	137%
Kentucky, Louisville (\$7,600)	4	73%
Music Hall, Seattle (\$7,100)	3	74%
Palace, New York (\$22,500)	4	82%
Memorial, Boston (\$17,900)	3	69%

THIEF OF BAGHDAD (MGM)		
Stanton, Philadelphia (\$13,400)	1	70%
Adams, Detroit (\$9,800)	2	80%
State, Omaha (\$5,200)	1	74%
Loew's, St. Louis (\$13,000)	1	114%

TWO RODE TOGETHER (COL)		
Fox, Philadelphia (\$14,800)	2	81%
Palms, Detroit (\$24,800)	2	68%
Orpheum, Omaha (\$8,700)	1	87%
Orpheum, Boston (\$12,400)	2	87%
Roosevelt, Chicago (\$21,000)	3	88%
Coliseum, Seattle (\$8,600)	2	74%
Mary Anderson, Louisville (\$6,100)	1	78%

VOYAGE TO THE BOTTOM OF THE SEA (20TH-FOX)		
Arcadia, Philadelphia (\$13,200)	5	60%
Paramount, New York (\$32,700)	3	75%
Fox, Detroit (\$12,600)	2	111%
Woods, Chicago (\$25,100)	3	74%
Fox, San Francisco (\$12,300)	2	101%
Omaha, Omaha (\$7,700)	1	84%
Fox, St. Louis (\$14,300)	2	118%
Coliseum, Seattle (\$8,600)	2	99%
Metropolitan, Boston (\$11,600)	1	84%

YOUNG DOCTORS (UA)		
Stanley, Philadelphia (\$18,700)	1	108%
Michigan, Detroit (\$20,300)	2	81%
Orpheum, Boston (\$12,400)	1	121%
United Artists, Chicago (\$20,800)	3	117%
Astor, New York (\$25,900)	4	124%

Blue Mouse, Seattle (\$10,600)	2	61%
Loew's State, New York (\$53,100)	4	60%
Adams, Detroit (\$9,800)	3	90%
Loew's, St. Louis (\$13,000)	2	102%
Orpheum, Boston (\$12,400)	3	86%
United Artists, Louisville (\$9,000)	1	81%

LA DOLCE VITA (ASTOR)		
Henry Miller, New York (No. Ave.)	22	Ave \$23,000
Gary, Boston (\$10,300)	12	132%
Todd, Chicago (No Ave)	14	Ave \$17,300
Boyd, Philadelphia (\$21,700)	9	69%
Clay-Larkin, San Francisco (No Ave.)	7	Ave \$19,500
T-L Krim, Detroit (\$5,200)	10	245%
Music Box, Seattle (\$5,700)	8	112%

LOVE IN A GOLDFISH BOWL (PAR.)		
Omaha, Omaha (\$7,700)	1	61%
Golden Gate, San Francisco (\$19,700)	1	60%

MARINES LET'S GO (20TH-FOX)		
Fox, Detroit (\$12,600)	1	111%
Paramount, New York (\$32,700)	2	67%
Paramount, Boston (\$16,800)	1	60%
Omaha, Omaha (\$7,700)	1	81%
Fox, San Francisco (\$12,300)	1	74%
Stanton, Philadelphia (\$13,400)	2	62%
Coliseum, Seattle (\$8,600)	1	73%
St. Louis, St. Louis (\$12,500)	1	94%

NAKED EDGE (UA)		
Victoria, New York (\$19,000)	9	107%
Orpheum, Boston (\$12,400)	3	100%
Palms, Detroit (\$24,800)	2	64%
Paramount, Seattle (\$12,300)	1	63%
Viking, Philadelphia (\$7,000)	8	100%
Admiral-Chief-Skyvue, Omaha (No Ave.)	2	Ave \$12,300
Oriental, Chicago (\$27,000)	4	120%
Ohio, Louisville (No. Ave.)	4	Ave \$6,100
Loew's Midcity, St. Louis (\$11,300)	3	97%

NIKKI, WILD DOG OF THE NORTH (BV)		
Goldman, Philadelphia (\$12,800)	1	64%
Fox, San Francisco (\$12,300)	2	103%
Roosevelt, Chicago (\$21,000)	3	80%
Music Hall, Seattle (\$7,100)	2	89%
Michigan, Detroit (\$20,300)	2	72%
Pilgrim, Boston (\$9,500)	1	78%
Brown, Louisville (\$8,700)	3	89%
State, Omaha (\$5,200)	3	112%

ON THE DOUBLE (PAR.)		
Goldman, Philadelphia (\$12,800)	2	99%
Rivoli, New York (\$24,800)	5	76%
Metropolitan, Boston (\$11,600)	3	122%
Michigan, Detroit (\$20,300)	2	81%
Esquire, Chicago (\$13,500)	5	100%
St. Louis, St. Louis (\$12,500)	1	83%
Paramount, Seattle (\$12,300)	2	62%
Mary Anderson, Louisville (\$6,100)	1	68%

PARENT TRAP (B.V.)		
Woods, Chicago (\$25,100)	5	101%
Capitol, New York (\$45,900)	4	68%
Midtown, Philadelphia (\$10,400)	7	92%
Metropolitan, Boston (\$11,600)	5	112%
Loew's, Midcity, St. Louis (\$11,300)	7	116%
Fifth Avenue, Seattle (\$7,900)	3	149%
Grand Circus, Detroit (\$13,000)	6	112%
United Artists, Louisville (\$9,000)	3	127%
Fox, San Francisco (\$12,300)	3	142%
State, Omaha (\$5,200)	6	154%
Paramount, Seattle (\$12,300)	3	65%

PIT AND THE PENDULUM (A.I.P.)		
Admiral-Chief-Skyvue, Omaha (No Ave.)	2	Ave \$13,500
Roosevelt, Chicago (\$21,000)	3	152%
Palace, New York (\$22,500)	4	100%

PLEASURE OF HIS COMPANY (PAR.)		
Chicago, Chicago (\$28,100)	4	80%
Arcadia, Philadelphia (\$13,200)	6	77%
Golden Gate, San Francisco (\$19,700)	4	71%
Radio City, New York (\$163,100)	5	96%
Ambassador, St. Louis (\$10,700)	4	114%
Grand Circus, Detroit (\$13,000)	2	131%
Paramount, Boston (\$16,800)	4	66%
Ohio, Louisville (No Ave.)	3	Ave \$7,500
Orpheum, Omaha (\$8,700)	2	102%
Fifth Avenue, Seattle (\$7,900)	2	106%

RAISIN IN THE SUN (COL.)		
Forum, New York (\$19,700)	13	85%
Adams, Detroit (\$9,800)	5	119%
St. Francis, San Francisco (\$13,200)	3	89%
Fifth Avenue, Seattle (\$7,900)	1	181%
Midtown, Philadelphia (\$10,400)	5	83%
Orpheum, Omaha (\$8,700)	1	60%
Roosevelt, Chicago (\$21,000)	3	87%
Pageant, St. Louis (\$4,100)	6	68%
Capri, Boston (\$8,100)	8	105%

ROMANOFF AND JULIET (U-I)		
Stagedoor, San Francisco (\$5,000)	2	130%
Exeter, Boston (No Ave.)	11	Ave \$4,900
Shady Oak, St. Louis (No Ave.)	6	Ave \$3,000
Esquire, Chicago (\$13,500)	4	93%
Mercury, Detroit (\$14,300)	3	61%

SCREAM OF FEAR (COL.)		
Stanton, Philadelphia (\$13,400)	1	77%
Palms, Detroit (\$24,800)	1	70%
Omaha, Omaha (\$7,700)	1	62%
Paramount, Boston (\$16,800)	1	74%
Woods, Chicago (\$25,100)	1	80%
Coliseum, Seattle (\$8,600)	1	88%
Fine Arts, New York (\$9,900)	4	77%
Forum, New York (\$19,700)	4	61%

ADA (MGM)		
Orpheum, Seattle (No. Ave.)	1	Ave \$5,000
Oriental, Chicago (\$27,000)	3	68%
Capitol, New York (\$45,900)	4	62%
Warfield, San Francisco (\$10,000)	1	120%
Randolph, Philadelphia (\$13,000)	3	80%
Astor, Boston (\$10,500)	4	83%

ANGEL BABY (AA)		
Palms, Detroit (\$24,800)	1	71%
Paramount, Boston (\$16,800)	1	88%
Admiral-Chief-Skyvue, Omaha (No. Ave.)	1	Ave \$10,000
Randolph, Philadelphia (\$13,000)	1	60%
Golden Gate, San Francisco (\$19,700)	1	61%

BIG GAMBLE (20TH-FOX)		
Paramount, New York (\$32,700)	3	63%
Fox, Detroit (\$12,600)	1	103%
Paramount, Boston (\$16,800)	1	60%
Paramount, Seattle (\$12,300)	1	60%

BLOOD AND ROSES (PAR.)		
Omaha, Omaha (\$7,700)	1	60%
Metropolitan, Boston (\$11,600)	1	93%

CLAUDELLE INGLISH (W.B.)		
Viking, Philadelphia (\$7,000)	1	123%
Michigan, Detroit (\$20,300)	2	72%
Orpheum, Omaha (\$8,700)	1	77%
Metropolitan, Boston (\$11,600)	2	82%
Ambassador, St. Louis (\$10,700)	2	129%
Mary Anderson, Louisville (\$6,100)	2	84%

COME SEPTEMBER (U-I)		
Kentucky, Louisville (\$7,600)	5	91%
Fox, St. Louis (\$14,300)	5	132%
Golden Gate, San Francisco (\$19,700)	3	99%
Chicago, Chicago (\$28,100)	3	137%
Music Hall, Seattle (\$7,100)	3	173%
Radio City, New York (\$163,100)	2	107%
Arcadia, Philadelphia (\$13,200)	4	161%
Memorial, Boston (\$17,900)	4	124%
Orpheum, Omaha (\$8,700)	1	207%

DEADLY COMPANIONS (PATHE)		
Loew's, St. Louis (\$13,000)	1	81%
Warfield, San Francisco (\$10,000)	1	75%
Fox, Detroit (\$12,600)	1	118%

EXODUS (UA)		
Warner, New York (\$21,900)	39	112%
Saxon, Boston (\$18,400)	28	123%
Cine Stage, Chicago (No. Ave.)	31	Ave \$20,500
Boyd, Philadelphia (\$21,700)	25	100%
Mercury, Detroit (\$14,300)	18	140%
Alexandria, San Francisco (\$12,500)	20	130%
Blue Mouse, Seattle (\$10,600)	11	103%
Esquire, St. Louis (\$12,500)	12	99%
Admiral, Omaha (No. Ave.)	5	Ave \$7,400
Brown, Louisville (\$8,700)	6	117%
Ambassador, St. Louis (\$10,700)	4	112%
United Artists, San Francisco (\$13,500)	5	87%

FANNY (WB)		
Blue Mouse, Seattle (\$10,600)	6	66%
Randolph, Philadelphia (\$13,000)	8	104%
Esquire, St. Louis (\$12,500)	9	102%
Radio City, New York (\$163,000)	9	112%
Saxon, Boston (\$18,400)	10	101%
Mary Anderson, Louisville (\$6,100)	5	107%
Madison, Detroit (\$16,000)	10	89%
Chicago, Chicago (\$28,100)	7	114%
Omaha, Omaha (\$7,700)	2	100%
Paramount, San Francisco (\$15,200)	5	103%

FRANCIS OF ASSISI (20TH-FOX)		
Warfield, San Francisco (\$10,000)	3	114%
Paramount, Boston (\$16,800)	2	61%
Oriental, Chicago (\$27,000)	3	84%
Rivoli, New York (\$24,800)	8	128%
Stanley, Philadelphia (\$18,700)	3	63%
Grand Circus, Detroit (\$13,000)	6	98%

GOODBYE AGAIN (UA)		
Astor, New York (\$25,900)	8	81%
Fine Arts, New York (\$9,900)	8	100%
Goldman, Philadelphia (\$12,800)	6	71%
Michigan, Detroit (\$20,300)	2	81%
United Artists, San Francisco (\$13,500)	3	74%
United Artists, Chicago (\$20,800)	4	72%
Admiral-Chief-Skyvue, Omaha (No. Ave.)	2	Ave \$9,000
Blue Mouse, Seattle (\$10,600)	2	62%
Brown, Louisville (\$8,700)	2	63%
Esquire, St. Louis (\$12,500)	2	97%
Saxon, Boston (\$18,400)	1	99%

GREAT WAR (UA)		
Palms, Detroit (\$24,800)	2	62%
Victoria, New York (\$19,000)	3	71%

GUNS OF NAVARONE (COL.)		
Criterion, New York (\$27,300)	13	198%
United Artists, Detroit (\$19,700)	11	91%
State-Lake, Chicago (\$25,000)	12	110%
St. Francis, San Francisco (\$13,200)	10	133%
Fox, Philadelphia (\$14,800)	10	170%
Loew's, St. Louis (\$13,000)	6	128%
Gary, Boston (\$10,300)	10	249%
Orpheum, Omaha (\$8,700)	4	131%
Fifth Avenue, Seattle (\$7,900)	6	113%
United Artists, Louisville (\$9,000)	5	124%
Loew's Midcity, St. Louis (\$11,300)	3	92%

HONEYMOON MACHINE (MGM)		
Warfield, San Francisco (\$10,000)	2	115%
Woods, Chicago (\$25,100)	4	89%
Omaha, Omaha (\$7,700)	2	83%
Stanley, Philadelphia (\$18,700)	4	64%

S. F. FETE

(Continued from page 5)

angle with unconcealed Lesbian aspects. Albicocco is the son of the celebrated French artists of the same name.

The second Saturday, Nov. 11, will offer five premieres, three of which are scheduled to be run together in the afternoon. Two are the handiwork of very young directors making their first films, Kent Mackenzie's "Exiles" and Antonio Santellan's "Glass Cage." The third American entry is the John and Faith Hubley cartoon feature, "Of Stars and Men."

Of the three, only "Exiles" has been given noteworthy international publicity, primarily through its showing at Edinburgh. A documentary study of a wild, brawling night in the lives of a few American Indians who have transplanted themselves to Los Angeles, the picture is uncompromising in its presentation of their bitterness towards a life that hasn't allowed them to identify with any culture at all. The culture that thrives around them is unattainable and the dying culture from which they've come is unacceptable.

When the film was screened at Edinburgh, a U.S. State Department memorandum deplored the fact that such a film would be the United States entry in any foreign film festival. However, its critical reception was highly commendable. More recently in Germany a gold ducat prize of the Mannheim International Films Week was awarded to "Exiles."

"The Glass Cage" was made on a shoe-string budget by the 26-year-old Santellan and is a psychological murder thriller with an unusual ending.

The Hubleys, veteran cartoonists of the Disney school, have treated "Of Stars and Men" as a subject they feel could best be executed with animated film. Adopting Harlow Shapley's book, they have attempted to reproduce definite feelings of vast space, distance, and time in a frank visualization of man's insignificant place in the universe.

The evening of Nov. 11 will feature a double bill of Andrej Wajda's "Samson" and Chris Marker's documentary, "Description of a Struggle." The Polish entry in the festival is another of Wajda's grim stories of the Warsaw ghetto horrors. Starring Serge Merlin and Alina Janowska, the film describes the inhuman plight of two Jewish lovers, continually thwarted by their environment. Wajda is the maker of such previous hits as "Kanal," "Lotna," and "Ashes and Diamonds." Marker's film, the Israeli entry, is a documentary attempt to suggest that Israel's struggle from this day forward will be within the hearts of the people, rather than being a physical battle for survival. Marker has borrowed his title from Franz Kafka's story about the bitter battle between two men, beginning on a moral ground, then an emotional, and finally a physical.

Nov. 12 marks the date for the Mexican entry, "Animas Trujano," which, peculiarly, stars Japan's top male actor, Toshiro Mifune, in the role of an Indian. Story is set in the ancient Mexican province of Oaxaca and describes the unique celebration of Mayor-domia, wherein a man is selected to be the virtual ruler for three days. It is Mifune who aspires to that honor. Photography is by Gabriel Figuero, who also lensed last year's Mexican entry, "Macario."

Another double bill will be auditioned Nov. 12, Greece's "Antigone" and the first U.A.R. entry to the Frisco festival, "Wa Islamah." Directed by George Tzavellas, the Greek entry is the first film version of the Sophocles classic play. Starring Irene "Guns of Navarone" Papas, "Antigone" was enthusiastically acclaimed at the 1961 Berlin

Kreiser Raps MPAA For Lag On Fair Action

NEW YORK—B. B. Kreiser revealed that he has an option on a 62,500 square foot plot for a motion picture exhibit building which the 1964 New York World's Fair Committee has been asked to extend until February, 1962.

His plans call for a pavilion having space for 43 exhibit booths on the first floor and two theatres on the second floor.

Kreiser at the same time charged Eric Johnston and the MPAA of ignoring all of his efforts to arrange meetings to discuss the MPAA's support of the exhibit.

This was denied by an MPAA spokesman, and Herbert L. Golden, chairman, World's Fair Committee of the Motion Picture Association of America, said that while the MPAA is continuing its study of participation in both the Seattle and New York world fairs, time limitations make anything elaborate improbable.

MGM Int. Execs Meet

NEW YORK—Headed by Maurice Silverstein, first vice-president, key members of Metro-Goldwyn-Mayer International have arrived at MGM's Culver City studios to screen new product and for conferences with studio head Sol C. Siegel.

Seymour Mayer, regional supervisor for the Orient and Latin America, and Francisco Rodriguez, MGM manager in Japan, have joined Silverstein for screenings of major features completed and in work, including "Mutiny on the Bounty" and "The Four Horsemen of the Apocalypse."

Calif. Salutes Senator

BURBANK, CALIF.—In recognition of 25 years of service to California, Senator Thomas H. Kuchel is to be honored with a testimonial dinner on Dec. 5, it is announced by Earl Adams, leading Los Angeles attorney and long time friend of the Senator.

Jack L. Warner, president of Warner Bros. Pictures, has been named chairman of the event, to be held at the Beverly Hilton Hotel, with invitations to be extended to hundreds of business, community, labor, church, and civic leaders.

festival.

"Wa Islamah" is a spectacle about the Tartar invasion of Egypt, directed by Andrew Marton, who also staged the fabulous "Ben-Hur" chariot race for that Oscar winner.

Japan's entry on Nov. 13 will be "Happiness Of Us Alone," a tender story of the love between two deaf mutes. It stars Hideko Takamine and Keiju Kobayashi as the lovers and was directed by Miss Takamine's husband, Zenzo Matsuyama.

"The Last of Mrs. Cheney," a remake of the old stage favorite, will close the festival. Germany's entry stars Lilli Palmer as the bogus society lady with her eyes out for the Riviera's most expensive jewels. Co-starred with Miss Palmer will be her real-life husband, Carlos Thompson.

The closing night is also Awards Night. After the showing of "Cheney," a brilliant champagne supper and ball will mark the presentation of the Golden Gate Awards, chief of which are Best Picture, Best Director, and Best Actor and Actress. There also is an award for the best documentary and others for the short subjects in various categories.

COLUMBUS

(Continued from page 7)

Good Entertainment Committee, and Lt. George Watts, head of the city's vice squad, supported censorship.

Honton, who said he represents 3,000 members, supported a "limited form of censorship." He said citizens are fearful of filing charges now under anti-obscenity laws because of possible "harassment" from theatre operators. Honton differed sharply with Shamansky, who said prior censorship is in violation of the constitution. Honton said that "once a movie is shown, the harm is done."

Prickett questioned the makeup of a censor board, pointing out that such appointees would be named for political reasons. He said "the box office is the best censor board" and "present laws are adequate."

Watts said he is in sympathy with the aims of a citizens' board of review but said the vice squad still must view films before any charges can be filed by the department.

Opposition to censorship was voiced a few days prior to the Town Meeting by 1000 members of the Diocesan Council of Catholic Women meeting here. "The primary responsibility rests with parents to support wholesome entertainment and make sure their children see only suitable films."

The citizens' board of review "is far preferable to precensoring all movies," declared the Columbus Citizen-Journal editorially. "The board's attention should be limited to those in the danger zone and it could act as the official complainant to get them into court."

The Clintonville Booster, weekly North Side community newspaper in an area where there are four art theatres, editorially voiced opposition to censorship.

"Most people . . . do not trust any censorship body to maintain equilibrium. When the family is too busy to supervise the entertainment of the younger people and wants to turn this work over to the government, then it is going a long way to tear down basic American life," said the editorial.

"We don't want to charge that censorship is a Communist trick, but you can bet your last dollar that the totalitarian countries use it in some form for the majority of their political gains.

"We hope our people are arriving at a point where they get back to good old American ways of running their homes as well as their other affairs."

Prudential Circuit Sues

NEW YORK—Prudential Theatres has filed an anti-trust suit in U.S. District Court charging a conspiracy among exhibitors and distributors has led to unfair control of first-run exhibition in the Stamford, Conn., area.

Named as defendants are Harry Brandt; Consolidated Theatres, Inc., (Plaza and Ridgeway Theatres); Fairfield Amusement Company (Palace); Weiss Amusement Corporation (Avon and Stamford); Columbia, United Artists, Universal, Warners, 20th-Fox, Paramount, and MGM.

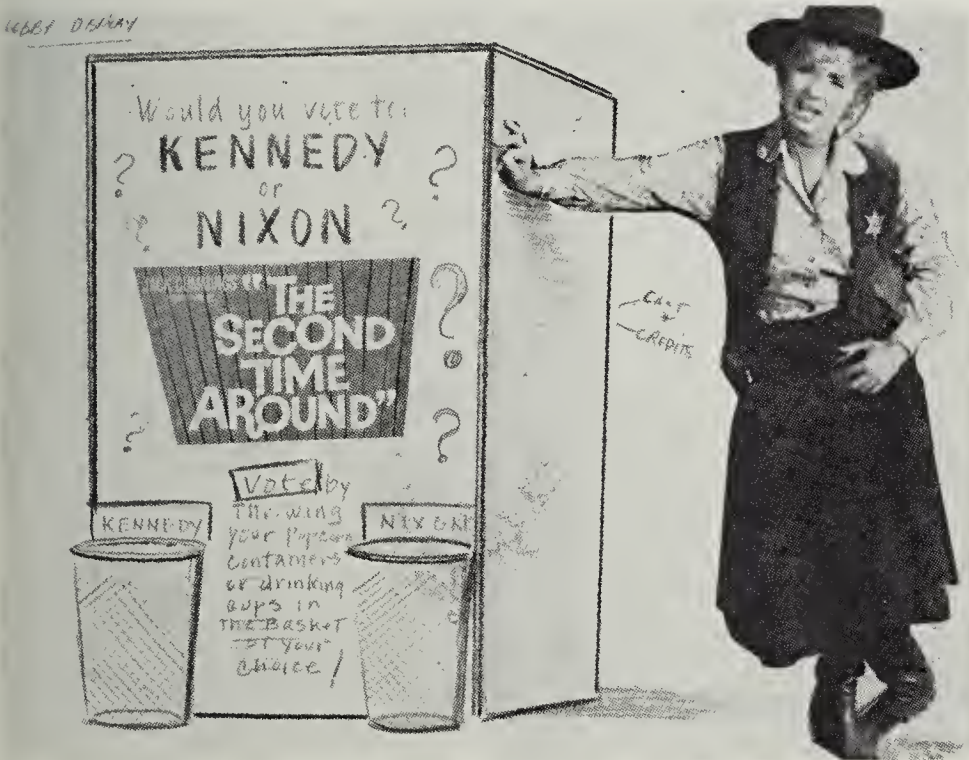
Trebled damages of \$600,000 are sought, plus an order requiring Brandt to divest himself of a financial interest in the Palace, and to end an alleged pool involving the Palace, Avon and Stamford theatres.

Prudential operates the New Canaan, New Canaan, and the Darien Playhouse, Darien, Conn. It is charged that Brandt operates the Plaza and the Ridgeway in a pool, and also buys and books for the Palace, Stamford, and Avon.

"How I Would Sell ...

SECOND TIME AROUND

20th-Fox Funfest With Star Appeal For All The Family



An Exclusive **SHOWMANALYSIS** Prepared by—

JOSEPH SOMMERS, Division Manager
Walter Reade Theatres, Oakhurst, N. J.



SOMMERS

ABOUT THE AUTHOR • Joseph Sommers, veteran theatre manager with the Walter Reade organization, entered show business in 1925 at the age of 14 as an usher and bill poster for Hendel Corp. in McKees Rocks, Pa. At the age of 17, he became assistant manager of the Keystone Theatre in Pittsburgh. He subsequently managed the Dreamland Theatre in Pittsburgh and at the same time managed a nearby hotel and restaurant. Sommers then joined the Anas Corp. of Weirton, W. Va., as a theatre manager and assistant film booker. Sommers joined the Reade organization in 1947 as a theatre manager in Asbury Park, N. J. He later managed Reade operations in Asbury Park, Freehold, Red Bank, Long Branch, and Kingston, N. Y. Several years ago, Sommers was appointed city manager for the Reade Theatres in Perth Amboy, N. J., and last year became division manager for all Reade operations in central New Jersey. He is noted within the organization as being a top flight exploitation man and has been one of the circuit's consistent prize-winners in theatre manager contests.



The idea of a young New York widow portayed by Debbie Reynolds becoming an Arizona rancher, and indeed sheriff of corrupt pioneer town, Charleyville, smacks of a real *FUN* picture which is exactly how we envision selling "SECOND TIME AROUND." The ingredients for a top-notch showmanship campaign are all here—good solid star appeal in Debbie, Juliet Prowse, Steve Forrest, Andy Griffith, and Thelma Ritter, plus a comedy-romance that will appeal to all, especially the important female audience.

We like ad styles number 208 and 403 which feature the very popular Juliet Prowse attired in dance tights in addition to the eye-catching tub-soaking figure of Debbie Reynolds. We also like the word *FUN* in the ad copy and will make it stand out prominently.

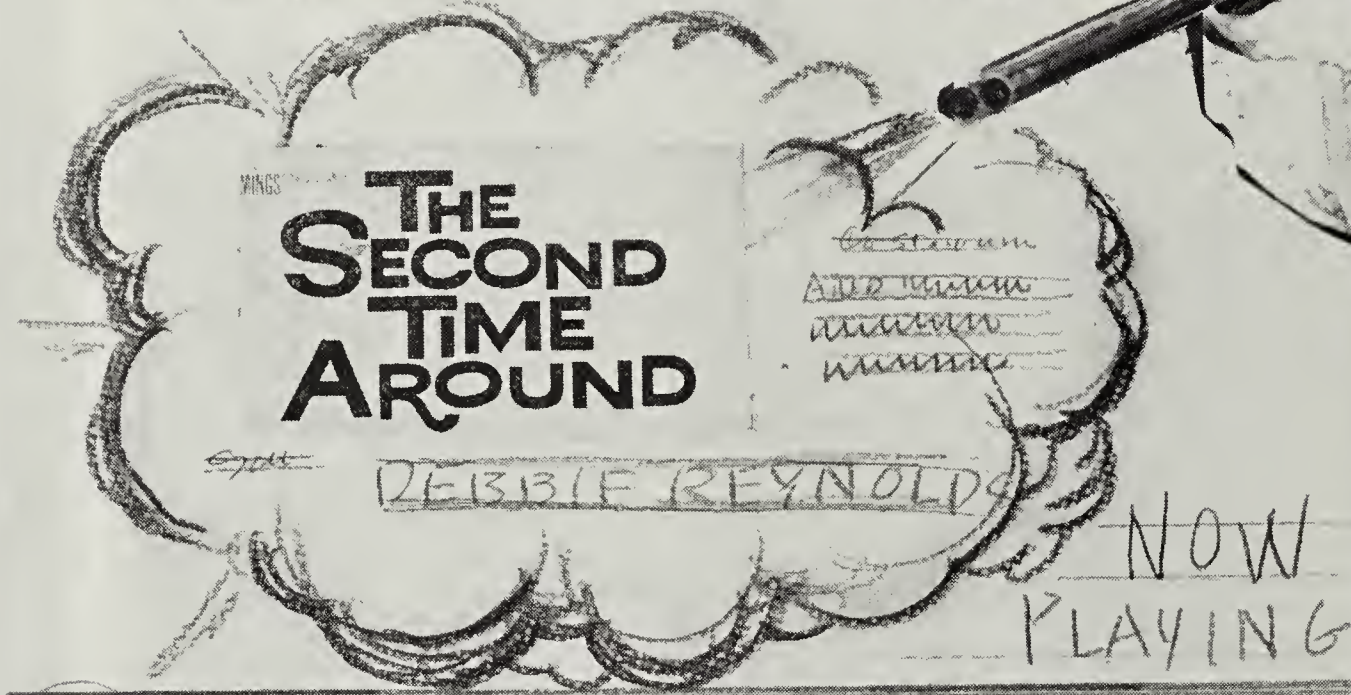
LOBBY displays to attract advance attention to playdate could involve Debbie cutout with a voting stunt (top) or a ringer-throwing contest in which patrons could win a free ticket to "SECOND TIME AROUND" by scoring a bullseye on the display shown below.

Help **DEBBIE**
pick her man!

BIG * SPECIAL SALE

**BUY YOUR GUNS.
AMMUNITION.
AND ALL HUNTING EQUIPMENT.**

**HERE OR YOU WON'T
GET ANOTHER CHANCE**

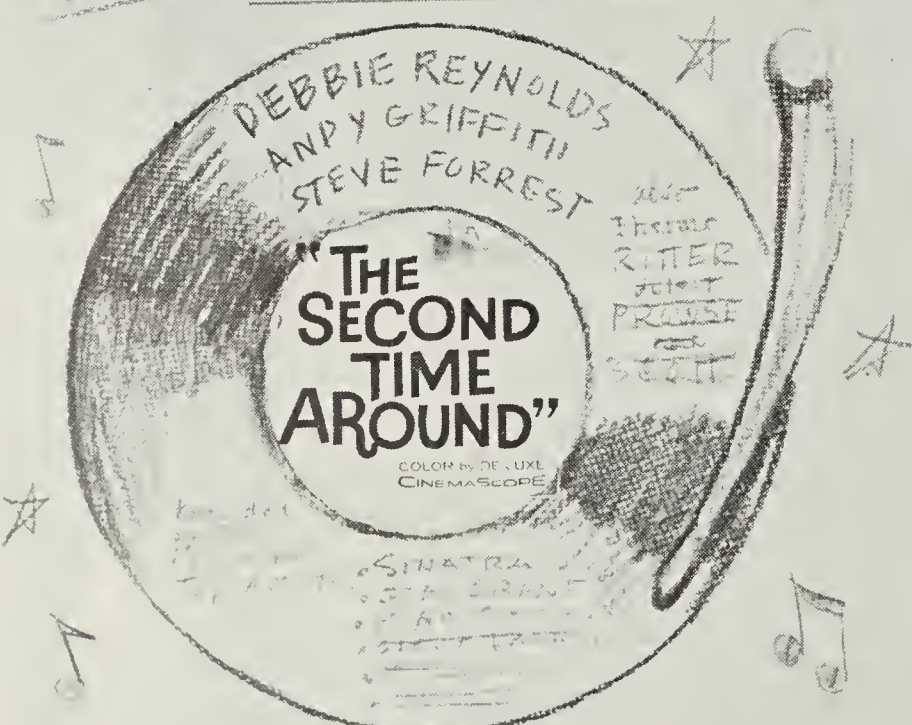


AT THE W W W W W W W W Theatre



ABOVE, an interesting window display to be used in a tieup with a sporting goods store in conjunction with gun display. BELOW, another window possibility, this time for a music or record tieup. They work.

**SEE the MOVIE!
BUY the RECORD!**



NOW PLAYING at the
W W W W W W W W Theatre

There are stunts galore adaptable on this entry and the more you do the better. Some obvious ones come to mind starting right off with the title. Election and voting booths are always interesting. How about a polling booth "manned" by Sheriff Reynolds asking your patrons how they would vote if they had a "SECOND TIME AROUND." This could be done by printed ballots, popcorn boxes dropped in a marked basket utilizing national or local political names, or if you prefer not to get political, post a question of local interest in your theatre (weeks in advance of playdate, of course). The stunt should be good for a publicity story and picture in your local paper. If you come up with an interesting enough survey, the results could be tabulated and posted daily or weekly and submitted to the newspaper each week. This could conceivably be stretched for several weeks leading right up to opening day of the engagement.

Another lobby stunt which must attract lots of attention can easily be prepared by a six or 24-sheet cutout of Debbie in the tub. Have your patrons toss rings made of rope to help Debbie "pick her man." "Ringers" could be given passes to "SECOND TIME AROUND."

How about an inquiring reporter going around town passing out a questionnaire . . . "If you had a "SECOND TIME AROUND" . . . would you . . . 1. Marry your present spouse? 2. Stay single? 3. Take your children on your honeymoon? 4. Move to the wild west? Etc."

A "walking book" display of blowups of the cover of the successful Richard Emery Roberts pocket book will cause lots of interest and can be tied in with visits to book shops, newsstands, supermarkets, drug stores, and wherever pocket books are sold. Be certain you have your theatre playdate

prominently posted in all these areas.

Don't overlook the ideal opportunity of a sizzling window tie-in at your local sports store utilizing a blowup of Debbie firing her shotgun.

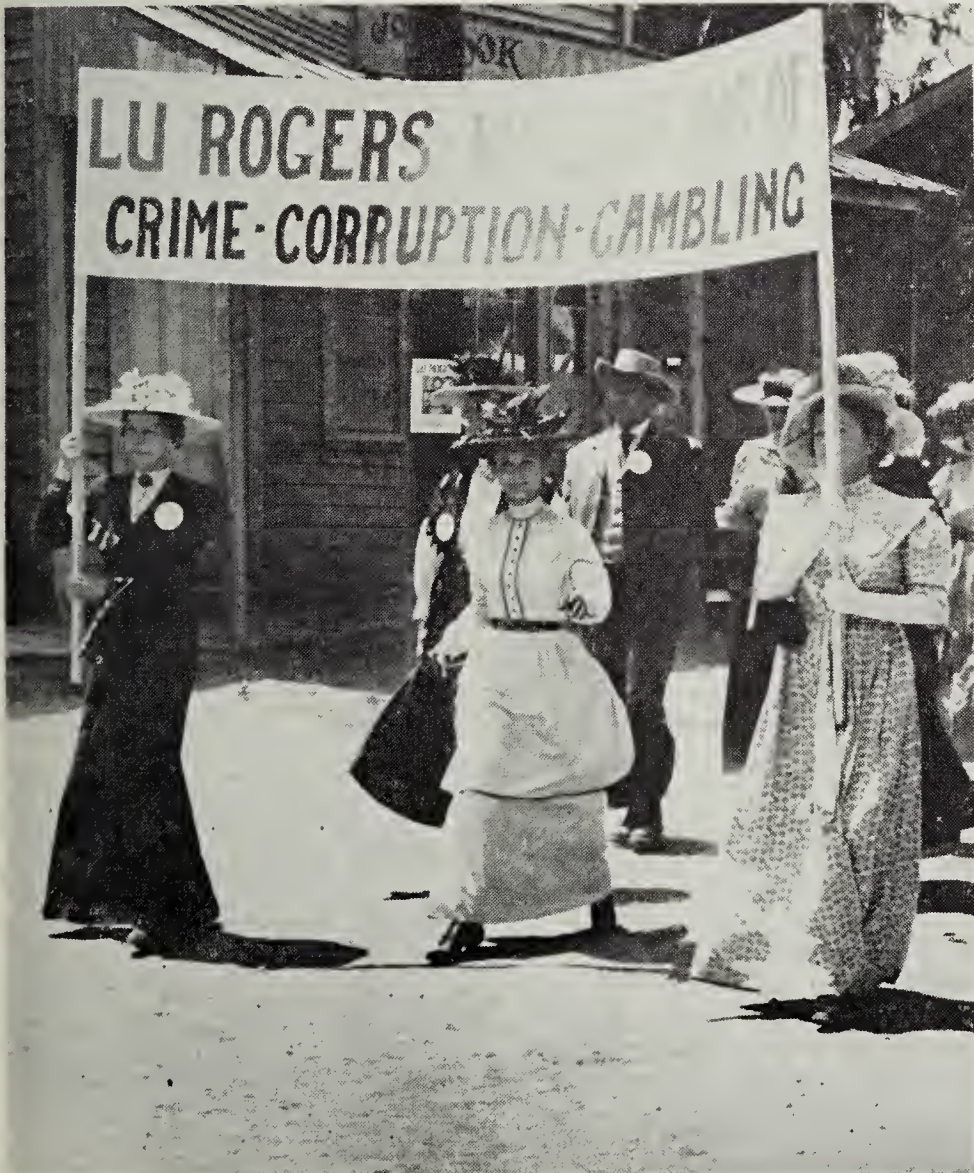
Also, your record shop window can be the scene of a special "See The Movie—Buy The Record" display plugging the hit Sammy Cahn-Jimmy Van Heusen title song which has been recorded by 10 top musical artists including Frank Sinatra, Gogi Grant, Bing Crosby, Steve Lawrence, Peggy Lee, and others. You might be able to promote a supply of records to offer your patrons as prizes or as an outright give-away opening night to the first 50 or 100 patrons. Surely play the music in your lobby in advance and during intermissions.

Juliet Prowse's portrayal of a fiery dance-hall girl features an eye-popping stand-out dance number and provides a natural excuse for a tie-in with your local dancing school. Invite the group to hold a contest on your stage with prizes to anyone giving a good imitation of Juliet. Dancing schools are always trying to display their talents before the public, and this might provide you with a first-rate tie-in and theatre promotion.

The posters and accessories are first-rate and the good clear titles lend themselves very well for outdoor posting along the highways and around town. There are also ideal cutouts here for dressing up the marquees and fronts. CinemaScope and lavish color are decided assets. These are elements that can only be had on the theatre screen, and all too often their presence in a film are buried down in the credits instead of being prominently displayed.

To sum up get the word out away from the theatre about the *FUN* aspects of this film. Plan as many of the stunts and promotions as you can manage and get them moving early. "SECOND TIME AROUND" will perform for you!

RIGHT, one of the ads that appeals to our author as containing the spirit of fun that will sell the film. **BELOW**, a still from the comedy showing Debbie running for sheriff.



November 1, 1961

It's a glee-for-all, fun-for-all!

DEBBIE REYNOLDS

STEVE FORREST

ANDY GRIFFITH

JULIET PROWSE

THELMA RITTER

KEN SCOTT

tell the world about the pursuit of life, love and the male animal!

20th Century-Fox presents
 JACK CUMMINGS' PRODUCTION OF
"THE SECOND TIME AROUND"
 COLOR by DE LUXE CINEMASCOPE
 DIRECTED BY VINCENT SHERMAN
 SCREENPLAY BY OSCAR SAUL AND CECIL DAN HANSEN

S I G

ALBANY

Bridgham Theatres, Dover, N.H., relighted the Harte, Bennington, Vt., which had been dark for more than a year. Ray Smith, of Albany, buys and books it. . . . The upstairs Capitol, Ballston Spa, has been reopened on weekends. Operated for years by Benton Theatres of nearby Saratoga, the 450-seater is part of the building purchased by James O'Brien, who conducts a pharmacy downstairs, where there is also a five and 10 cent store. O'Brien ran the film house himself for a time. Steve Reeves holds over as manager. . . . Most of the "summer situations" have closed, as have a number of Northern New York drive-ins. . . . Adrian Ettelman, who assumes the division managership of Fabian Theatres after Jan. 1, met the managers at a dinner in Keller's Restaurant. Edward L. Fabian, operating head of the circuit, and Elias Schlenger, present division chief, also attended. Ettelman, associated with theatres for 25 years and Fabian district manager on Staten Island since 1955, had visited here last year when the Palace reopened after a major face-lifting. He is making periodic visits to acquaint himself with the new assignment—nine theatres, five conventional and four outdoor. Schlenger, who has served well as exhibitor chairman of industry drives and as first assistant chief barker of the Variety Club, will take charge of Fabian Theatres in Pennsylvania and Virginia, the former Wilmer and Vincent string. A veteran in the Fabian

organization and popular, it is expected he will be given a farewell dinner. He came to Albany six years ago to replace the late Saul J. Ulman, who had retired due to ill health. Incidentally, his promotion comes through the scheduled retirement as general manager of Lou Golding, Ullman's predecessor and originally associated here with F. F. Proctor. . . . The SW Strand will be the scene of four stage plays presented for single nights December through March by the Broadway Theatre Alliance of Albany, Inc. Seats are being sold for the series only. . . . Dick Clark, who plays the lead in UA's "The Young Doctors," appeared with his "Caravan Of Stars," including Paul Anka, for two evening performances at RPK Field House, Troy, under auspices of Schine owned WPTR.

ATLANTA

An agreement was made between American International Pictures and Capital Releasing Corporation effective at once. All AIP product to date will be transferred and AIP will establish its own exchange, office and sales staff with W. H. Richardson as manager and Jimmy Bello as sales manager. . . . Norris Gazaway, booker with U-I, has resigned to go with MGM in the same capacity. . . . The father of Joe Johnson, booker, Martin Theatres, is hospitalized locally. . . . The following area theatres have closed: Brundidge, Brundidge, Ala.; Dean, Butler, Ga.; Wadesonian, Clanton, Ala.; Bama, Dotham, Ala.; Columbia,

Harlem, Ga.; Gibson, Gibson, Ga.; Dixie, Wrens, Ga.; Rodeo, Hartselle, Ala.; Hi-Way 12 Drive-In, Lithonia, Ga.; Ebony, Montgomery, Ala.; Sapelo Plantation, Sapelo Island, Ga.; and Starlite Drive-In, Rossville, Ga.

BUFFALO

Eastman Kodak Company and Bausch and Lomb, Inc., were among 16 companies honored by the American Institute of Physics at a meeting in Harriman, N.Y. The Rochester companies were awarded silver anniversary certificates in recognition of their continuous support of the programs of the institute in the last 25 years. Bausch and Lomb developed the lenses used in CinemaScope. . . . Across the border in Canada, Paramount has agreed to take over the operating costs of the Famous Players Canadian Corp., Ltd., pay-tv system in Etobicoke, a suburb of Toronto, it is announced by J. J. Fitzgibbons, president of Famous Players. The announcement followed a statement by Norman S. Robertson, a Famous Players director for 20 years, that he had resigned because of losses incurred by the company's pay-tv operation. Paramount owns 51 per cent of the stock of Famous Players. Through its subsidiary, International Telemeter Corp., Paramount holds world rights to the pay-tv system. Fitzgibbons said he regretted what he called the impatience and misinformation that led Robertson to resign. He said he is completely satisfied with Telemeter's progress to date, and is convinced of the ultimate workability of pay-tv. . . . A Super Duper store is about to open on the site of the old Victoria, a community theatre, which in the old days was managed by Edward L. Hyman, then starting up the industry ladder in Buffalo, and now vice-president, American Broadcasting-Paramount Theatres. . . . Three per cent wage increases for employes of Eastman Kodak Company's Rochester divisions have been announced. William S. Vaughn, president, said the raises will take effect Oct. 30. They will total about \$8,000,000 a year and will affect about 35,600 employes on hourly and salary payrolls of the company's Rochester establishments, regional sales divisions, processing laboratories, Recordak Corp., Eastman Gelatine Corp., and Eastman Kodak stores. . . . Annette Funicello, star of the upcoming film, "Babes in Toyland," and a nationally-known teen-age singing personality, will receive an award for her outstanding contributions to the Catholic youth of the nation at the sixth convention of the National Council of Catholic Youth in Buffalo Nov. 9-12. . . . Buffalo's First Lady of the Theatre, Miss Jane Keeler, has received the fifth annual Red Jacket Award of the Buffalo Historical Society for "outstanding civic service."

CINCINNATI

Interest in the movies perked up quite a bit with the arrival of "Breakfast at Tiffany's" at the Valley, and "Splendor in the Grass" at the Palace. Coupled with the strong "The

Film Exchange and Dealer Listing for the INDIANAPOLIS FILM TERRITORY

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- COLUMBIA, 606 Illinois Bldg.—MEIrose 4-8408**
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- HOWCO, 711 Illinois Bldg.—MEIrose 5-4341**
Mgr.: Jess Salzberg. Baakkeeper: Bee Salzberg. Emerg. Phone: FL 9-7389.
- METRO-GOLDWYN-MAYER, 421 N. Illinois St.—MEIrose 4-4361**
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- PARAMOUNT, 428 Illinois Bldg.—MEIrose 4-7563**
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- REALART, 441 N. Illinois St.—MEIrose 4-4438**
Br. Mgr.: Tom Goodman.
- STATES FILM SERVICE, INC., 429 N. Senate Ave.—MEIrose 8-3531**
Pres.: Meyer Adleman. Treas.: D. Staadeker.
- 20TH CENTURY-FOX, 326 N. Illinois St.—MEIrose 4-5581**
Br. Mgr.: Vern Fletcher. Sales: Robert Meyer, William Zaetis. Baaker: Jeanne Faber. Cashier: Waldo A. Michel. Field Exp.: Jerry Berger. Emerg. Phone: Nane.
- UNITED ARTISTS, 741 Illinois Bldg.—MEIrose 4-3551**
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- UNIVERSAL-INTERNATIONAL, 517 N. Illinois St.—MEIrose 4-5452**
Sls. Mgr.: Phil Sherman. Office Mgr.: Milt Ettinger. Sales: Frank Warren. Baaker: Bob Stevens. Emerg. Phone: Ettinger, Liberty 6-8508.
- WARNER BROS., 215 E. New York St.—MEIrose 4-3581**
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• Supply Dealers

- FALLS CITY THEATRE EQUIP., 427 S. 3rd St., Louisville, Ky.—JUniper 4-7559**
- GER-BAR, INC., 442 N. Illinois St.—MEIrose 4-1727**
- NATIONAL THEATRE SUPPLY, 436 N. Illinois St.—MEIrose 4-4517** Emerg. Phone: CL 5-5825

• Signs, Advertising and Printing

- ADVERTISING SPECIALTIES Co., 323 N. Delaware**
- ALEXANDER FILM CO., 6487 Broadway**
- AFFILIATED ADVERTISING DISTRIBUTORS, 443 N. Illinois St.—MEIrose 4-9546**

• Film Delivery Services

- BRADFORD FILM TRANSIT CO., 120 Tippecanoe St.—MEIrose 4-6112** Emerg. Phone: CHapel 4-4506, 4-4611
- INDIANA FILM TRANSIT CO., 220 N. Osage St.—MEIrose 4-4453**
- ATO THEATRE SERVICE, P. O. BOX 291, Elizabethtown, Ky.—ROckwell 5-6836**

• Service Companies

- ALTEC SERVICE CO., 4427 Indianola—MEIrose 2-2031**
- RCA SERVICE CO.—MEIrose 2-3321**

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

Watch for them!

NEXT!

Omaha Territory

Issue of November 8

Memphis Territory

Issue of November 15

Save Them!

Hustler," a holdover at the Albee, together with some good art films, the fall-winter season seemed off to a good start. "King of Kings," due at the Capitol soon, and the announcement that "El Cid" is to screen at the Valley in December, is helping to create interest among movie goers. . . . Al Boudouris, owner, Scioto Breeze Drive-In, Lucasville, O., has bought the Columbia, Portsmouth, O., from Sam Schultz, Cleveland, and TOC is booking and buying for new owner. . . . Margaret Leach, Shor Theatres receptionist, and Richard Grant were married and honeymooned in Florida. . . . A royal reception was given M. K. Murphy, 82, long-time exhibitor, when he was on Film Row to visit his friends. He had driven alone from his home at Bigtone Gap, Va. . . . Ted Hubert, MGM publicist, was in to arrange regional screenings for "Ben-Hur," while Lou Marks, MGM central division manager, and P. F. Rosian, U-I regional sales manager, were in for staff meetings. . . . Phil Chakeres, president; Michael Chakeres, general manager, Grant Frazee, assistant general manager; Dick Dickerson, booker; and Bud Grotte, concession manager, all from the Chakeres circuit, Springfield, O., attended the TOA convention at New Orleans.

COLUMBUS, O., NEWS — Ed McGlone, RKO city manager, won third prize in the national RKO Theatres' President's Drive contest which honored Harry Mandel, RKO Theatres' president. A trip to the West Indies is McGlone's award. . . . Sam Shubouf, manager, Loew's Ohio, officiated at the coronation of the 1961 Queen Isabella, Sue Skeen, at Columbus Day ceremonies. The tiara presented to the queen was sponsored by Gregory Peck, star of "The Guns of Navarone" at Loew's Ohio. . . . Lobby of RKO Grand was turned into a Polynesian setting for the opening of "South Seas Adventure." Hula girls from the Kahiki Restaurant added to the tropical atmosphere.

DALLAS

Two of Universal-International's top officials are scheduled to be in Dallas to host special previews of two of the studio's top motion picture products for theatre owners and exhibitors of this area. The officials are Milton R. Rackmil, president, and Henry H. Maryin, vice-president and general sales manager. The films are "Flower Drum Song," starring Nancy Kwan, James Shigeta, Miyoshi Umeki, and Juanita Hall, and "Lover Come Back," with Rock Hudson, Doris Day, and Tony Randall. Rackmil and Martin will take over the Tower for the previews. . . . Several towns in the north plains of Texas have been taken over by the United Artists exchange in Oklahoma City from the Dallas exchange. Bookings, shippings, etc., will be still handled out of the local exchange. Situations that have been taken over are the independent theatres in Amarillo, Wichita Falls, and Vernon, Tex., and also the independents in Clovis, N.M. Texas towns taken over for sales only are Archer City, Burkburnett, Canyon, Childress, Memphis, and Henrietta. All of the towns in the Texas Panhandle will continue to be served out of the Oklahoma City exchange. . . . The Dallas-Fort Worth section of the Society of Motion Picture and Television Engineers were to meet in the Mercantile National Bank auditorium. The program will include Pope McDonald of Visual Presentation showing his "Treasures of the Earth," Gordon Chambers of Eastman Kodak presenting two recently-published papers on rapid processing of film, and a demonstration of the new Kodak Reflex Special 16-mm camera.

DETROIT

Manager Julane Shola, Niles, Mich., walked into the office of the Five Mile Drive-In to find the safe standing open. Burglars, unable to knock off the sturdy hinges, searched and found the combination in a desk drawer. Reported stolen was \$200 in cash, 12 signed checks prepared for the employees' payroll, 15 cartons of cigarettes, 20 boxes of candy, five cartons of gum, half a gallon of soft drinks, ball point pens, and playing records. Local merchants have been advised by police to keep an eye out for the pilfered checks.

HOUSTON

The Epsom Drive-In has changed its showing policy, according to Willie Ratcliff. The ozoner will feature the showing of "art" films. . . . Leonard Brunch has returned to the Avalon Art as projectionist. Brunch was previously a projectionist and took time out to establish an electrical neon supply company. . . . Former motion picture star John Boles was here in behalf of the latest version, the third, of "Back Street," a 20th Century-Fox production. Boles played in the first version of the film opposite Irene Dunne.

JACKSONVILLE

The entire membership of the Motion Picture Charity Club will go into action for an 11-day-and-night period beginning Oct. 25 for the group's biggest money-making project of the year. The club is actively sponsoring the Cetlin and Wilson Midway at the annual Jacksonville Agricultural and Industrial Fair to be staged at the Gator Bowl and environs. Funds accruing from this project are to be used by the club's Blind Children's Foundation. The WOMPI membership will assist MPCC in carrying out the project and a portion of profits will be earmarked for WOMPI charitable works. . . . Sheldon Mandell, owner, first-run suburban Five Points, made local newspaper headlines when he announced the immediate closing of his theatre in preparation for the installation of Cinerama equipment. Many civic leaders and motion picture fans have already applauded Mandell for his progressive step. It is expected that many thousands of patrons will be drawn to the Five Points from wide areas of Georgia and Florida and that the project will have a beneficial effect on the city's economy. In addition to the curved Cinerama screen, which will be the largest indoor screen here, the project involves doubling the size of the existing projection booth. A new marquee for the theatre is to be constructed on Park Street and the theatre's arcade entrance foyer will be refurbished as part of the alterations which will cost between \$150,000 and \$200,000, Mandell said.

MIAMI, FLA., NEWS—Managerial shifts included Kay Brandt to be manager, Parkway. Jack Winters appointed manager, Normandie-Surf Theatres, Miami Beach, and also to handle publicity and special promotions for the Parkway and other Wometco art theatres. Cecil Allen was moved from the Normandie-Surf to be manager, Rosetta, and Wometco neighborhood and drive-in relief assignments will be handled by Ken Rockwell and James Maury. Beatrice Eve was appointed manager, Ritz. . . . In making its appeal for 1962 for Wometco Employee Plan for Giving, it was noted that in 1961 employees gave \$7524 to the Dade County United Fund; \$1200 to the Variety Children's Hospital, and \$500 to the Will Rogers Memorial Hospital. In other communities where Wometco Enterprises, Inc., has theatres, employees gave generously, too, to swell the total giving to \$10,985.

MEMPHIS

Memphis Better Film Council selected "The Young Doctors" as the best adult movie-of-the-month, and "St. Francis of Assisi" as the best family movie-of-the-month. Both were by unanimous selection, Mrs. Joan Strong, vice-president, presided in the absence of Mrs. Dixie Wallace, who is in Methodist Hospital. . . . Rivervue Drive-In, Morrilton, and Ark-Air Drive In, Clarksville, Ark., have closed for the season. . . . Clark Shively is now operating Skyvue Drive-In, Jackson, Tenn. . . . W. F. Ruffin, Jr., has reopened Halls, Halls, Tenn., on a temporary basis. . . . The local WOMPI latest service project is the Memphis Heart Association. This group received honorable mention for having a membership increase of 100 per cent during the past year, and WOMPI president, Katherine Keifer, was dubbed a Duchess of Charlotte, and Lois Evans, past president, was made a Grand Duchess. Evelyn Rushing and Judy Jenkins, Universal, are new members in WOMPI. The Memphis group is proud of Mrs. Margaret Irby, recently elected national vice-president. Mrs. Irby is a charter member of Memphis WOMPI. She is office manager for Howco of Tennessee. . . . Hinz, Walnut, Miss., has reopened on a week-end basis, and Camp Chaffee, Camp Chaffee, Ark., has reopened on a permanent basis. . . . Bardwell Drive-In, Bardwell, Ky., is closed, as is Sunset Drive-In, Martin, Tenn., operated by W. F. Ruffin, Jr. . . . R. J. Mahan has resumed operation of Tutrovansum, Tutwiler, Mass. . . . Drive-in closings in Arkansas include Riverside, Little Rock, and Malvern, Malvern.

NEW HAVEN

The Nutmeg Theatre Circuit (Leonard Sampson, Robert Spodick, and Norman Bialek) has opened its fifth Connecticut art theatre—the 500-seat County Cinema, Bridgeport, remodeled at a cost upwards of \$175,000, and showing Janus Films' Swedish import, "Secrets of Women," an initial attraction at \$1.25 top. Sampson, Spodick, and Bialek acquired the suburban theatre, formerly known as the Brooklawn, from the John Dombi interests for an undisclosed sum. . . . Even though American motion pictures are seen because of their entertainment value, they carry an important social and ideological by-product, Hartford Times amusement editor-columnist Allen M. Widem told the West Hartford Rotary Club. "Through film, people of other countries form their ideas, impressions and prejudices of the American way of life. To many portions of the world where the individual has almost lost his identity, our human stories kindle a new light of hope." . . . The Connecticut film industry, 50 strong, attended a testimonial luncheon, marking promotion of Bennett Goldstein, 20th-Fox Connecticut branch manager for the past six months, to similar post at Cincinnati. Attorney

WE WANT THEATRES ANYWHERE IN THE U.S.

Will buy Drive-in theatres of at least 600 car capacity. Also interested in leasing art theatres.

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D&E OPERATING CORP.

Adams Theatre Building
735 Adams St., Boston 22, Mass.

Herman M. Levy, general counsel of TOA and executive secretary of MPTO of Connecticut, was toastmaster.

NEW ORLEANS

The record of achievement which earned the Verlin Osborne publicity award for the local WOMPI was through the accomplishment of Jane Ella Moriarty, editor and illustrator of the 1960-61 Year Book. Other samples of her art work appear in Wompi Whoopee, the club's monthly bulletin, of which she is editor this year. . . . New quarters for all WOMPI meetings will be at Kolb's Restaurant. A Halloween affair is being planned. . . . Mrs. Georgia Bruno, F. F. Goodrow Film Exchange, staffer, is back at work after hospital confinement. . . . The Lyceum Corporation, headed by J. G. Broggi, has taken over the operation of the Navy Point Theatre, Warrington, Fla. It was one of Broggi's buying and booking accounts for a number of years. Broggi, who operates an Exhibitor Service here, has moved to a new location in the Warwick. . . . Variety Club Ladies Auxiliary held a fall fashion show at the Roosevelt Hotel for the benefit of Variety's children's charity. . . . Film inspection staffers Lillian Flick and Amelia Weber are on the retirement list. . . . Mrs. Alice Baker, wife of Page Baker, head, Theatre Owners Service, is well on the road to recovery after several weeks hospitalization. . . . J. C. Keller, Jr., closed the Delta, Eunice, La. . . . Al Boykin, Warners salesman, passed out cigars heralding the arrival of a baby girl, Belinda Fay, their second child. . . . Mrs. Della Jean Favre has been upped to cashier at Paramount succeeding Dave Richoux, now in the armed service. . . . "Hoppy" Holliday, son of Bill Holliday, Paramount branch manager, has returned to the Naval Base at San Diego, Calif., after a 10 day leave spent here.

PHILADELPHIA

Edward Bennett Williams has been retained as general counsel by Harry Sley for the Viking and Locust Theatres. Associated with the Washington legal firm of Williams and Stein, he will link forces with the local law office of Drinker, Biddle and Reed to reopen the Viking's big damage suit against certain major distributors and the local film circuits, Stanley Warner, William Goldman Theatres, National Theatres (Fox). Sley is incensed over what he calls discriminatory treatment the film exchanges have handed his theatres. Despite the adverse decision he received early last summer in U.S. District Court in what was the longest and costliest civil suit in local court annals, the parking lot mogul has the wherewithal and the determination to go to the mat again. . . . Latest of the town's art cinemas is the Aardvark, formerly the Cayuga, Germantown Avenue and Cayuga Street, which reopened with "Henry V." . . .

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CONSTRUCTION CO INC.
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Theatre Installations
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Little Stevie Shipps celebrated his 19th year at the Fox. . . . Well known Jack Greenberg celebrated his 70th birthday on Oct. 18. Seventy of his friends tendered him a luncheon at the Locust Club.

PITTSBURGH

Larry Seidelman, Buena Vista branch manager, off to Los Angeles sales convention, to be followed by a vacation with his parents, who are California residents. . . . A fire at the Shea Circuit's Manchester, New Hampshire, amusement park caused last-minute cancellation of three going-away affairs scheduled for Bernie Hickey, who had been for eight years manager of Shea's downtown Fulton here. Variety Club had a luncheon scheduled for Hickey, who was assistant chief barker, and scheduled to assume the chief barker's post next year. Other friends had a dinner planned, and downtown theatre managers had a farewell luncheon on the agenda. Hickey has promised to take a rain-check and return as soon as possible for his official farewells. . . . Bill Adler and Post-Gazette columnist Harold V. Cohen disposed of their interest in the Pittsburgh edition of TV Guide. . . . Ron Randell, featured in the cast of MGM's "King of Kings," was due in for a publicity tour in advance of picture's roadshow engagement at the Warner. . . . Another expected visitor is Annette Funicelli, player in Walt Disney's Christmas release and the first musical from his studio, "Babes In Toyland," booked at the Stanley. . . . Al Kolkmeier, Universal-International branch manager, set up Marcus Plan treatment with Allied's Harry Hendel for "Back Street". . . . Stanley Warner Circuit gave up the lease on their Haven, Olean, N.Y., with Dipson Circuit assuming operation. Disposition of the house leaves SW with only one theatre in upstate New York. At one time, the circuit operated 13 theatres in that area. Zone office executive Ray Ayrey and district manager Bob Bowman were in Olean for the transfer.

PORTLAND

New Canyon Drive-In, operated by the Art Adamson Circuit, has opened on an eight-acre site just adjacent to the previous location. A new shopping center will occupy the former site. Clarence Tillman, for 15 years a member of the Adamson Circuit which has theatres in Portland, Vancouver and Corvallis, is the manager. Prior to his association with Adamson, he was with the Columbia Pictures distribution organization. Features of the new drive-in include room for 600 cars with plenty of expansion room; a new concrete block refreshment and projection building; a 45 by 100-foot screen; as well as modern lighting and speaker equipment.

ST. LOUIS

Jacqueline Margaret Collins, daughter of Marge Collins, Allied Artists, was married to John P. Crotty, son of Dr. and Mrs. Frank Bihss, Belleville, Ill., in St. Joan of Arc Church. Marge took her vacation the week prior to the wedding to finalize plans, and Jackie Aubuchon, who recently retired from Allied to stay home with her new baby, came back to help out. . . . Barbara Cuddy, United Artists, is leaving the company to complete plans for her wedding Dec. 16 to Daryl Meier. She was honored by WOMPIs with a shower given at the Paramount recreational room. The shower was part of the regular monthly WOMPI meeting although it came as a complete surprise to Barbara, who went to the meeting expecting to turn her gavel over to Charlotte Murphy, who assumes the presidency. . . . Mike Lee has left United Artists

and is in Minneapolis now. The district manager offices for UA have been discontinued. His secretary, Mary Grote, is taking over the job left vacant with Barbara Cuddy's resignation. . . . Another major change on the row saw Harry Hopkins, branch manager at MGM, leave that office. His position is being filled by Gerald A. Banta, a salesman from the Denver office. . . . Mr. and Mrs. Wayne Stevens announced the birth of a nine pound son. Named Robert Louis, the baby is the fourth for the Stevens. Stevens is branch manager at United Artists. . . . WOMPI's have postponed their annual Boss Night Supper. Current plans call for it to be held Nov. 15 at the Diplomat. . . . The Auto-Vue Drive-In, Malden, Mo., will close Nov. 14 for the season. It is owned by Guy Haskins. . . . The Arrow Drive-In, Steeleville, Ill., owned by Woodrow Schmidt, closed. . . . Columbia Pictures now plans to be in its new quarters at 3310 Lindell by Oct. 30. . . . John Gavin, star of "Back Street," was in town and featured on two television shows and in an interview by Miles Standish in the Post-Dispatch. He was being squired around town by Sy Schechter, Universal publicist. During his visit, he was also involved in the citywide United Fund kick-off.

SAN ANTONIO

John Gavin, who is seen as the male lead in "Back Street," was a recent visitor in the city. John Boles, now a retired Hollywood film star, who had the lead in the first version of the film, also was a visitor on behalf of the film. . . . Robert O'Donnell, head of Empire-General Pictures, with headquarters in Dallas, was a recent visitor on a business trip. . . . Mrs. Robert Mario Otwell, wife of the manager, Empire, was the recent subject of an article in La Prensa, local Spanish-English weekly. In professional work she is known as Ada Garcia, a vocalist and theatrical agency operator. . . . Tom Mills, retired projectionist, Majestic, has recovered from a recent heart ailment. . . . The Texas, operated by Cinema Arts Theatres, staged a special Friday, the 13th stage and screen program at midnight. . . . Among the operating partners in the new Viva Film Producing Co. are George Pinca, Keith Elliott, James Logan, Key Herbert, and Samuel Young. . . . The Ralph Calderone Interests will take over the operation of the Valley, El Paso, Tex. The 800 seat house has been operated for the past several months by Lone Star Theatres, with headquarters in Dallas. . . . Carl Benefiel, owner and manager, downtown Victory, Amarillo, Tex., has transferred the projection room equipment of the Bronco, Clayton, N.M., with part of it being installed in the Victory. . . . Bill Chambers, manager, Plaza, operated by the Interstate Theatre Circuit at El Paso, was host to approximately 125 nuns and priests at a special Saturday morning showing of "Francis of Assisi." . . . A special kiddies show was held at the Plaza under the sponsorship of Farmers Dairies and KROD-TV with two hours of screen fare. City manager John Paxton arranged the lease of the theatre. . . . William O'Donnell, president, Cinema Arts Theatres, with headquarters in Dallas, was a visitor at his Circuit operated theatres, the Josephine, Texas, Laurel, and Woodlawn. O'Donnell went to New York following his visit here. . . . Les Ketner, local trade paper correspondent, has an "extra" part in the 20th Century-Fox filming of "State Fair" at Dallas. . . . George Watson, city manager, Interstate Theatres, is aiding a group of students from the University of Texas trace the growth of the theatre in San Antonio. . . . Brad Rushing has been named manager, Esquire, Amarillo, Tex., operated by the Interstate Theatre Circuit.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects
as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



NOVEMBER 1, 1961 SECTION TWO
VOL. 66, NO. 21

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope
DC—DeLuxe Color
EC—Eastman Color
MC—MetroColor
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Totalscope
VV—VistaVision
C—Other color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6105 ANGEL BABY—MD-97m.—Salome Jens, George Hamilton, Mercedes McCambridge—4813 (5-3-61)—Excellent and dynamic film
Introduces new star
- 6109 ARMORED COMMAND—D-99m.—Howard Keel, Tina Louise—4845 (8-9-61)—Interesting war drama has angles
- 6108 BRAINWASHED—D-102m.—Curt Jurgens, Claire Bloom—4837 (7-12-61)—Good suspense entry for general situations, art spots—
German-made; English dialogue
- BRIDGE, THE—D-102m.—Fritz Weaver, Michael Hinz—4817 (5-17-61)—Good war film—German-made; English titles
- 6009 CALTIKI, THE IMMORTAL MONSTER—MD-75m.—John Merivale, Didi Sullivan—4773 (12-7-60)—Science fiction for the
duallers
- 6106 DAVID AND GOLIATH—SP-95m.—(EC; Total Scope)—Orson Welles, Ivo Payer—4817 (5-17-61)—Satisfactory biblical spectacle
should prove saleable—Italian-made—dubbed in English
- 6102 DONDI—CD-100m.—David Kory, David Janssen, Patti Page—4845 (8-9-61)—Fair programmer
- 6016 HEROD THE GREAT—D-93m.—(EC; Totalscope)—Edmund Purdom, Sylvia Lopez—4773 (12-7-60)—Another Italian-made
spectacle—Italian-made; dubbed in English
- 6014 HEROES DIE YOUNG—MD-76m.—Erika Peters, Scott Borland—4789 (2-8-61)—Lower half war meller
- 6107 KING OF THE ROARING 20'S—MD-106m.—David Janssen, Dianne Foster—4817 (5-17-61)—Well made and enacted life of a
notorious gambler
- 6101 LOOK IN ANY WINDOW—D-87m.—Paul Anka, Ruth Roman, Alex Nicol—4785 (1-25-61)—Satisfactory programmer has exploit-
able angles
- 6103 OPERATION EICHMANN—MD-92m.—Werner Klemperer, Ruta Lee—4801 (3-22-61)—Highly exploitable melodrama
- 6008 PLUNDERERS, THE—W-94m.—Jeff Chandler, Dolores Hart—4765 (11-9-60)—Interesting western should appeal to action fans
- 6013 SERENGETI SHALL NOT DIE—DOC-84m.—(EC)—Produced by Michael Grzimek and Dr. Bernhard Grzimek—4789 (2-8-61)—
Good documentary on Africa
- 6003 SEX KITTENS GO TO COLLEGE—C-94m.—Mamie Van Doren, Tuesday Weld, Marty Milner—4769 (11-23-60)—For the lower
half
- 6010 TORMENTED—MD-75m.—Richard Carlson, Juli Reding—4773 (12-7-60)—For the lower half
- 6015 UNFAITHFULS, THE—83m.—Gina Lollobrigida, May Britt, Pierre Cressoy—4813 (5-3-61)—Unsavory tale of Italian society—
Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

- May TIME BOMB—Curt Jurgens, Mylene Demongeot
- Aug. TWENTY PLUS TWO—David Janssen, Jeanne Crain, Dina Merrill
- Oct. TOO HOT TO HANDLE—(C)—Jayne Mansfield, Leo Geunn
- Dec. EL CID—(70m-C)—Charlton Heston, Sophia Loren (Road Show)
- Dec. GEORGE RAFT STORY, THE—Ray Danton, Jayne Mansfield, Barbara Nichols

COMING

- BIG WAVE, THE—Sessue Hayakawa—Japanese-Made
- BILLY BUDD—Robert Ryan, Peter Ustinov
- BLOODY BROOD—Barbara Lord, Jack Bett
- CONFESSIONS OF AN OPIUM EATER—Vincent Price, Linda Ho
- DAY OF THE TRIFFIDS, THE—(CS; C)—Howard Keel, Nicole Maurey
- HITLER—Richard Basehart, Maria Emo

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 608 ALKAZAM THE GREAT—CAR-84m.—(C; Matscope)—Voices of Frankie Avalon, Dodie Stevens, Jonathan Winters—4841 (7-26-61)
—Amusing and entertaining cartoon—Japanese-made; English dialogue
- 606 BEWARE OF CHILDREN—C-80m.—Leslie Phillips, Geraldine McEwan—4833 (6-28-61)—Fairly amusing import—English
- 602 BLACK SUNDAY—MD-84m.—Barbara Steele, John Richardson—4793 (2-22-61)—Satisfactory horror programmer—Italian-made—
Dubbed in English
- 509 GOLIATH AND THE DRAGON—MD-90m.—(Colorscope)—Mark Forrest, Eleanora Ruffo—4777 (12-21-60)—Spectacle should
do okay when actively sold—Italian-made; dubbed in English
- 601 HAND, THE—MD-61m.—Derek Bond, Reed De Rouen—4809 (4-19-61)—Grossome programmer holds interest—England
- 604 HOUSE OF FRIGHT—D-80m.—(C)—Paul Massie, Dawn Addams—4829 (6-14-61)—Effective horror entry—English
- 508 JOURNEY TO THE LOST CITY—MD-95m.—(C)—Debra Paget, Paul Christian—4765 (11-9-60)—Exploitable spectacle for the
program
- 603 KONGA—90m.—(EC)—Michael Gough, Margo Johns—4793 (2-22-61)—Okay science fiction programmer—English
- 607 MASTER OF THE WORLD—SFD-104m.—(Magna Color; Stereophonic Sound)—Vincent Price, Charles Bronson—4813 (5-3-61)—
Well-made, interesting science fiction entry
- 609 PIT AND THE PENDULUM, THE—D-85m.—(C; CS)—Vincent Price, John Kerr, Barbara Steele—4845 (8-9-61)—Well-made hor-
ror drama
- 507 PORTRAIT OF A SINNER—D-96m.—Nadja Tiller, Tony Britton—4785 (1-25-61)—Adult love story should interest women in par-
ticular—English

TO BE REVIEWED

- CONJURE WIFE—Janet Blair, Peter Wyngarde
- GUNS OF THE BLACK WITCH—(CS; C)—Don Megown, Silvana Pampanini
- JOURNEY TO THE 7th PLANET—(C)—John Agar, Greta Thyssen
- LOST BATTALION—Leopold Salcedo, Diane Jergens
- OPERATION CAMEL—Nora Hayden, Louis Renard

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

- | | | |
|--|----|-------|
| Absent-Minded Professor, The | A1 | BV |
| Ada | A3 | MGM |
| Adventure, The | | For. |
| •Adventure Of A Young Man | | Fox |
| •Advise And Consent | | Col. |
| •After Mein Kampf | | Misc. |
| Alkizam, The Great | A1 | A-1 |
| •All Fall Down | | MGM |
| All Hands On Deck | A1 | Fox |
| All In A Night's Work | A3 | Par. |
| Anatomist, The | | For. |
| Angel Baby | B | AA |
| Angry Silence, The | A3 | For. |
| Anna's Sin | A3 | For. |
| Armored Command | A3 | AA |
| Atlantis, The Lost Continent | A2 | MGM |
| Atlas | | Misc. |

PLEASE NOTE . . .

This yellow paper SERVISECTION is corrected, re-edited, and brought up to date every second week;— and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

• Bachelor In Paradise.....	MGM
• Bachelor Flat.....	Fox
• Back Street.....	U-I
• Ballad Of A Soldier.....	A2 For.
• Barabbas.....	Col.
• Battle At Bloody Beach.....	A2 Fox
• Belles And Ballets.....	For.
• Best Of Enemies, The.....	Col.
• Between Heaven And Hell—RE.....	A2 Fox
• Beware Of Children.....	A2 A-I
• Big Deal On Madonna Street, The.....	A3 For.
• Big Gamble, The.....	A1 Fox
• Big Wave, The.....	AA
• Big Show, The.....	B Fox
• Billy Budd.....	AA
• Billy Rose's Jumbo.....	MGM
• Bimbo The Great.....	B WB
• Bird Man Of Alcatraz, The.....	UA
• Black Sunday.....	A2 A-I
• Blast Of Silence.....	A3 U-I
• Blood and Roses.....	B Par.
• Bloody Brood.....	AA
• Blue Hawaii.....	Par.
• Blueprint For Robbery.....	A2 Par.
• Bon Voyage.....	BV
• Born Yesterday—RE.....	B Col.
• Boy Who Caught A Crook.....	A1 UA
• Brainwashed.....	A2 AA
• Breakfast At Tiffany's.....	A3 Par.
• Breathless.....	C For.
• Bridge, The.....	A2 AA
• Bridge To The Sun.....	A2 MGM
• Buffalo Gun.....	Misc.
• By Love Possessed.....	A3 UA

C

• Caltiki, The Immortal Monster.....	AA
• Canadians, The.....	A2 Fox
• Cape Fear.....	U-I
• Career Girls On A Naked Holiday.....	Misc.
• Carthage In Flames.....	B Col.
• Castaways, The.....	BV
• Cat Burglar, The.....	A2 UA
• Cheaters, The.....	For.
• Children's Hour, The.....	UA
• Cimarron.....	A1 MGM
• Cinderella.....	A1 Par.
• Circle Of Deception.....	SP Fox
• Claudelle, English.....	A3 WB
• Cleopatra.....	Fox
• Code Of Silence.....	Misc.
• Colossus Of Rhodes, The.....	MGM
• Come Dance With Me.....	C For.
• Come September.....	A3 U-I
• Comancheros, The.....	Fox
• Confess, Dr. Corda.....	For.
• Confessions Of An Opium Eater.....	AA
• Conjure Wife.....	A-I
• Congo Vivo.....	Col.
• Cool Wind In August, A.....	C Misc.
• Couch, The.....	A3 WB
• Counterfeit Traitor, The.....	Par.
• Cow And I, The.....	A2 For.
• Crowning Experience, The.....	SP Misc.
• Cry Freedom.....	For.
• Cry For Happy.....	B Col.
• Curse Of The Werewolf.....	B U-I

D

• Damned, The.....	Col.
• David and Goliath.....	A1 AA
• Day Of The Triffids, The.....	AA
• Days Of Thrills And Laughter.....	A1 Fox
• Dead One, The.....	Misc.
• Dead To The World.....	UA
• Deadly Companions, The.....	A2 Misc.
• Desert Attack.....	A1 Fox
• Devil At 4 O'Clock, The.....	A2 Col.
• Devil's Commandment, The.....	For.
• Devil's Eye, The.....	For.
• Dog, A Mouse and A Sputnik, A.....	For.
• Dondi.....	A1 AA
• Don Quixote—USSR.....	A2 MGM
• Double Bunk.....	For.
• Dr. Blood's Coffin.....	A2 UA

E

• Easter Dinner, The.....	Par.
• Elephant Walk—RE.....	A2 Par.
• El Cid.....	AA
• Enemy Below—RE.....	A1 Fox
• Errand Boy, The.....	Par.
• Escape From Terror.....	Misc.
• Escape From Zahrain.....	Par.
• Esther And The King.....	B Fox
• Everything's Ducky.....	A1 Col.
• Exodus.....	A3 UA
• Experiment In Terror.....	Col.
• Explosive Generation, The.....	B UA

F

• Fabulous World Of Jules Verne.....	A1 WB
• Facts Of Life, The.....	A2 UA

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

ABSENT MINDED PROFESSOR, THE—C-97m.—Fred MacMurray, Nancy Olson—4794 (2-22-61)—Very funny entry for every one
GREYFRIARS BOBBY—D-91m.—(TC)—Alex Mackenzie, Laurence Nalmsmith—4850 (8-23-61)—Interesting tale of a dog—Filmed in Scotland
HORSE WITH THE FLYING TAIL, THE—DOC-48m.—(TC)—Nautical—4806 (4-5-61)—Okay novelty featurette, especially for horse lovers
NIKKI, WILD DOG OF THE NORTH—MD-74m.—(TC)—Jean Coutu, Nikki, the dog—4831 (6-14-61)—Good action yarn for the program
ONE HUNDRED AND ONE DALMATIANS—CAR-80m.—(TC)—Highly entertaining Disney cartoon feature—4787 (1-25-61)
PARENT TRAP, THE—C-124m.—(TC)—Hayley Mills, Maureen O'Hara, Brian Keith—4822 (5-17-61)—Highly enjoyable fun for all
SWISS FAMILY ROBINSON—D-126m.—(TC; Panavision)—John Mills, Dorothy McGuire—4768 (11-9-60)—High rating adventure for family trade

TO BE REVIEWED

BON VOYAGE—(TC)—Fred MacMurray, Jane Wyman
CASTAWAYS, THE—(TC)—Maurice Chevalier, Hayley Mills, George Sanders

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

531 **BORN YESTERDAY**—C-103m.—Judy Holliday, Broderick Crawford—4797 (3-8-61)—Highly entertaining adult comedy reissue—Reissue
 528 **CARTHAGE IN FLAMES**—MD-95m.—(TC; TE)—Anne Heywood, Jose Suarez—4785 (1-25-61)—Historical spectacle for the program—Dubbed in English—Italian-made
 529 **CRY FOR HAPPY**—C-110m.—(CS; EC)—Glenn Ford, Donald O'Connor, Miiko Taka—4785 (1-25-61)—High rating, laugh-loaded comedy has names and angles
 607 **DEVIL AT FOUR O'CLOCK, THE**—D-126m.—(EC)—Spencer Tracy, Frank Sinatra, Barbara Luna—4869 (9-27-61)—Well-made drama has many angles
 539 **FIVE GOLDEN HOURS**—C-90m.—Ernie Kovacs, Cyd Charisse—4818 (5-17-61)—Funny idea misses big laughs—Made in England
 601 **GIDGET GOES HAWAIIAN**—C-102m.—(EC)—James Darren, Deborah Walley—4825 (5-31-61)—Cute entry for the program
 603 **GUNS OF NAVARONE, THE**—157m.—(EC; CS)—Gregory Peck, Gia Scala—4825 (5-31-61)—High rating adventure yarn—Filmed abroad
 523 **HAND IN HAND**—D-75m.—Loretta Parry, Philip Needs, John Gregson—4777 (12-21-60)—Interesting drama for the program—English
 540 **HOMICIDAL**—MD-87m.—Glenn Corbett, Patricia Breslin—4833 (6-28-61)—Grisly horror item with Castle gimmick
 519 **JAZZ BOAT**—CMU-90m.—(CS)—Anthony Newley, Anne Aubrey—4769 (11-23-60)—For the program—English
 608 **LOSS OF INNOCENCE**—D-99m.—(EC)—Kenneth More, Danielle Darrieux—4845 (8-9-61)—Interesting adult drama—English
 534 **MAD DOG COLL**—MD-86m.—John Chandler, Brooke Hayward—4818 (5-17-61)—Gangster entry for the program
 538 **MEIN KAMPF**—DOC-121m.—Compilation of German war films—4809 (4-19-61)—Chilling documentary is grimly fascinating
 541 **MOST DANGEROUS MAN ALIVE**—MD-82m.—Ron Randell, Debra Paget—4833 (6-28-61)—For lower half
 611 **MR. SARDONICUS**—MD-89m.—Oscar Homolka, Audrey Dalton—4873 (10-11-61)—Castle's best horror entry
 527 **PASSPORT TO CHINA**—MD-75m.—Richard Basehart, Alan Gifford—4797 (3-8-61)—For the lower half
 520 **PEPE**—C-157m.—(Panavision—CS—TC)—Cantinflas, Dan Dailey, Shirley Jones—4781 (1-11-61)—Highly entertaining
 536R **PICNIC**—CD-115m.—(CS; TC)—William Holden, Rosalind Russell—4818 (5-17-61)—High rating entry—Reissue
 533 **RAISIN IN THE SUN, A**—D-128m.—Sidney Poitier, Claudia McNeil—4805 (4-5-61)—Film based on hit play rates high
 605 **SCREAM OF FEAR**—MD-81m.—Susan Strasberg, Ronald Lewis—Good suspense entry—4846 (8-9-61)—English
 532R **SOLID GOLD CADILLAC, THE**—C-99m.—Judy Holliday, Paul Douglas—4797 (3-8-61)—High rating comedy reissue—Reissue
 535 **STOP ME BEFORE I KILL**—D-108m.—Claude Dauphin, Kaine Cilento—4829 (6-14-61)—Interesting drama—English made
 522 **SWORD OF SHERWOOD FOREST**—MD-80m.—(EC; Megascopes)—Richard Greene, Sarah Branch—4786 (1-25-61)—Robin Hood rides again—English
 530 **TERROR OF THE TONGS**—MD-80m.—(EC)—Geoffrey Toone, Yvonne Monlaur—4801 (3-22-61)—Horror import for the program—English-made
 517 **THREE WORLDS OF GULLIVER, THE**—100m.—(Superdynamaton; EC)—Kerwin Mathews, Jo Morrow—4773 (12-7-60)—Enjoyable fantasy loaded with youth appeal
 606 **TRUNK, THE**—MD-72m.—Phil Carey, Julia Arnall—4873 (10-11-61)—Strictly for the duallers—English-made
 602 **TWO RODE TOGETHER**—D-109m.—(EC)—James Stewart, Shirley Jones—4833 (6-28-61)—Off-beat adventure yarn has good selling angles
 537R **TWINKLE AND SHINE (It Happened To Jane)**—C-98m.—(EC)—Doris Day, Jack Lemmon—4818 (5-17-61)—Highly entertaining comedy—Reissue
 525 **UNDERWORLD, U. S. A.**—MD-99m.—Cliff Robertson, Dolores Dorn—4793 (2-22-61)—Good crime meller for the program
 612 **VALLEY OF THE DRAGONS**—MD-79m.—Cesare Danova, Joan Staley—4877 (10-25-61)—Mild meller for duallers
 521 **WACKIEST SHIP IN THE ARMY, THE**—C-99m.—(CS; EC)—Jack Lemmon, Ricky Nelson—4774 (12-7-60)—Amusing service comedy
 524 **WARRIOR EMPRESS, THE**—D-97m.—(EC; CS)—Kerwin Mathews, Tina Louise—4829 (6-14-61)—Spectacle and sex from Italy—Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Oct. **WEEKEND WITH LULU**—Leslie Phillips, Robert Monkhouse
 Nov. **EVERYTHING'S DUCKY**—Mickey Rooney, Buddy Hackett
 Nov. **HELLIONS**—Richard Todd, Anne Aubrey
 Nov. **QUEEN OF THE PIRATES**—Gianna Maria Canale—Super Cinescope—Italian made
 Dec. **ADVISE AND CONSENT**—Henry Fonda, Charles Laughton
 Dec. **MYSTERIOUS ISLAND**—(Super-Dynamation; C)—Michael Craig, Joan Greenwood

COMING

BARABBAS—(Technirama 70; Color)—Anthony Quinn, Silvana Mangano
BELLE SOMMERS—David Janssen, Polly Bergen
BEST OF ENEMIES, THE—David Niven, Michael Wilding
CONGO VIVO—Jean Sebastian, Bachir Toure
DAMNED, THE—Macdonald Carey, Shirley Ann Field
EXPERIMENT IN TERROR—Glenn Ford, Lee Remick
FIVE KINDS OF LOVE—Rosalind Russell, Jack Hawkins, Annette Gorman
FURY OF THE BARBARIANS—(C)—Edmund Purdom
GOLD INSIDE, THE—Peter Cushing, Andre Morell
JASON AND THE GOLDEN FLEECE—(Super Dynamation; C)—Todd Armstrong, Nancy Kovak
LAWRENCE OF ARABIA—(Panavision; EC)—Alec Guinness, Anthony Quinn
MUTINEERS, THE—(CS; C)—Dirk Bogarde, Alec Guinness, Anthony Quayle
NOTORIOUS LANDLADY, THE—Kim Novak, Jack Lemmon, Fred Astaire
PLAY IT COOLER—Anthony Newley, Anne Aubrey
13 WEST STREET—Alan Ladd, Dolores Dorn
SAIL A CROOKED SHIP—Robert Wagner, Dolores Hart, Frankie Avalon
THAT UNCERTAIN FEELING—Peter Sellers, Mai Zetterling
3 STOOGES MEET HERCULES, THE—3 Stooges, Marlon and Mike McKever
UNDERWATER CITY, THE—(Fantascope; C)—William Lundigan, Julie Adams
WAR LOVER, THE—Steve McQueen, Shirley Anne Field
WATCH IT, SAILOR—Dennis Price, Marjorie Rhodes

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

124 **ADA**—D-108m.—(CS; MC)—Susan Hayward, Dean Martin—4841 (7-26-61)—Interesting drama on Southern people and politics
 113 **ATLANTIS THE LOST CONTINENT**—D-90m.—(MC)—Anthony Hall, Joyce Taylor—4809 (4-19-61)—Good science fiction entry
 202 **BRIDGE TO THE SUN**—D-113m.—Carroll Baker, James Shigeta—4849 (8-23-61)—Drama of mixed marriage during war
 108 **CIMARRON—WSP**—147m.—(CS; MC)—Glenn Ford, Maria Schell, Anne Baxter—4774 (12-7-60)—Highly entertaining entry
DON QUIXOTE—D-106m.—(C)—Nikolai Cherkassov—4793 (2-22-61)—Well-made filmization of literary classic—U. S.—USSR Cultural exchange film
 114 **GONE WITH THE WIND**—D-222m.—(TC)—Clark Gable, Olivia de Havilland—4805 (4-5-61)—Excellent—Reissue
 111 **GO NAKED IN THE WORLD**—D-103m.—(CS; MC)—Gina Lollobrigida, Anthony Franciosa—4786 (1-25-61)—Filmization of novel on life and love of a prostitute for adult audiences
 105 **GORGO**—MD-78m.—(TC)—Bill Travers, William Sylvester—4786 (1-25-61)—Science fiction entry has angles—England
 116 **GREEN HELMET, THE**—MD-88m.—Bill Travers, Nancy Walters—4837 (7-12-61)—Okay auto racing programmer—English
 122 **HONEYMOON MACHINE, THE**—C-87m.—(CS; MC)—Steve McQueen, Brigid Bazlen—4837 (7-12-61)—Very funny comedy
 203 **INVASION QUARTET**—C-87m.—(MS)—Bill Travers, Spike Milligan—4865 (9-13-61)—Fair comedy for lower half—English
KING OF KINGS—D-163m.—(Technirama 70, TC)—Jeffrey Hunter, Siobhan McKenna—4877 (10-25-61)—High rating biblical epic
 107 **MAGIC BOY**—CAR-75m.—(Magicolor)—Toei Production—4846 (8-9-61)—Colorful Japanese cartoon should appeal to youngsters—English dialogue
 102 **MORGAN THE PIRATE**—MD-95m.—(CS; EC)—Steve Reeves, Valerie Legrange—4829 (6-14-61)—Very good actionful, slam-bang swashbuckler—Made in Italy
 119 **RING OF FIRE**—MD-91m.—(MC)—David Janssen, Joyce Taylor—4818 (5-17-61)—Good program meller
 115 **SECRET PARTNER, THE**—MD-91m.—Stewart Granger, Haya Harareet—4797 (3-8-61)—Good mystery—English

- 123 **THIEF OF BAGHDAD**—FAN-90m.—(CS; EC)—Steve Reeves, Georgia Moll—4837 (7-12-61)—Arabian Nights action fantasy for kids and young in heart—Italian made; dubbed in English
- 121 **SECRET OF MONTE CRISTO, THE**—MD-80m.—(EC; Dyaliscope)—Rory Calhoun, Patricia Bredin—4846 (8-9-61)—Swash-buckler for the program—Italian
- 200 **THUNDER OF DRUMS, A**—D-97m.—(CS; MC)—Richard Boone, George Hamilton, Luana Patten—4865 (9-13-61)—Interesting outdoor action drama
- 117 **TWO LOVES**—D-100m.—(C; CS)—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help
- 110 **WHERE THE BOYS ARE**—C-99m.—(CS; MC)—Dolores Hart, George Hamilton—4774 (12-7-60)—Highly entertaining entry about today's college youngsters

COMING FEATURES IN ORDER OF RELEASE

- Nov. **COLOSSUS OF RHODES, THE**—(CS; C)—Rory Calhoun, Lea Massari
- Dec. **BACHELOR IN PARADISE**—(CS; MC)—Bob Hope, Lana Turner
- Dec. **WONDERS OF ALADDIN**—(C-Ultra-Panavision)—Donald O'Connor, Noelle Adam
- Jan. **FOUR HORSEMEN OF THE APOCALYPSE**—(CS; C)—Glenn Ford, Ingrid Thullin
- Feb. **LIGHT ON THE PIAZZA, THE**—(MC; CS)—Olivia DeHavilland, Rossano Brazzi

COMING

- ALL FALL DOWN**—Eva Marie Saint, Warren Beatty
- HORIZONTAL LIEUTENANT, THE**—Jim Hutton, Paula Prentiss
- HOW THE WEST WAS WON**—(Cinerama)—James Stewart, Debbie Reynolds, Gregory Peck, John Wayne
- I THANK A FOOL**—(CS; C)—Susan Hayward, Peter Finch
- JUMBO**—Doris Day, Stephen Boyd
- BILLY ROSE'S LADY L**—(CS; C)—Tony Curtis, Gina Lollobrigida
- MURDER, SHE SAID**—Margaret Rutherford, Arthur Kennedy
- MUTINY ON THE BOUNTY**—(Ultra-Panavision; C)—Marlon Brando, Trevor Howard
- SWEET BIRD OF YOUTH**—(CS; MC)—Paul Newman, Geraldine Page
- SWORDSMAN OF SIENA**—Stewart Granger, Silva Coscimo
- TARTARS, THE**—(CS; C)—Victor Mature, Orson Welles
- TWO WEEKS IN ANOTHER TOWN**—Kirk Douglas, Edward C. Robinson
- VERY PRIVATE AFFAIR, A**—(MC)—Brigitte Bardot, Marcello Mastroianni
- WONDERFUL WORLD OF THE BROTHERS GRIMM, THE**—(CR)—Laurence Harvey, Claire Bloom

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6010 **ALL IN A NIGHT'S WORK**—C-94m.—(TC)—Dean Martin, Shirley MacLaine—4805 (4-5-61)—Amusing, lightweight comedy
- 6101 **BLOOD AND ROSES**—MD-74m.—(TR-TC)—Mel Ferrer, Elsa Martinelli, Annette Vadim—4865 (9-13-61)—Arty vampire meller—Italian-made
- 6009 **BLUEPRINT FOR ROBBERY**—MD-88m.—J. Pat O'Malley, Jay Barney—4786 (1-25-61)—Crime meller for the program
- 6103 **BREAKFAST AT TIFFANY'S**—C-115m.—(TC)—Audrey Hepburn, George Peppard—4873 (10-11-61)—Sophisticated entry; best for big city spots
- 6007 **CINDERELLA**—C-91m.—(TC)—Jerry Lewis, Anna Maria Alberghetti—4769 (11-23-60)—Fair Jerry Lewis entry should please his fans
- R6011 **ELEPHANT WALK**—D-103m.—(TC)—Elizabeth Taylor, Dana Andrews—4781 (1-11-61)—Reissue deserves plenty of attention—Reissue
- 6013 **FOXHOLE IN CAIRO**—MD-69m.—James Robertson Justice, Adrian Hoven—4787 (1-25-61)—Good war programmer
- 6015 **LADIES MAN, THE**—C-96m.—(TC)—Jerry Lewis, Helen Traubel—4830 (6-14-61)—Good Jerry Lewis entry
- 6018 **LOVE IN A GOLDFISH BOWL**—C-88m.—(TC)—Tommy Sands, Fabian, Jan Sterling—4830 (6-14-61)—Okay comedy with special angles for the teens
- 6102 **MAN-TRAP**—MD-93m.—(Panavision)—Jeffrey Hunter, Stella Stevens—4865 (9-13-61)—Unpleasant meller for program
- R6012 **NAKED JUNGLE, THE**—MD-96m.—(TC)—Eleanor Parker, Charlton Heston—4781 (1-11-61)—Tense reissue with many selling angles—Reissue
- 6016 **ON THE DOUBLE**—C-92m.—(TC; Panavision)—Danny Kaye, Dana Wynter—4819 (5-17-61)—Very funny Danny Kaye vehicle
- 6014 **ONE-EYED JACKS**—W-141m.—(TC)—Marlon Brando, Katy Jurado—4801 (3-22-61)—Impressive western with great potential
- 6017 **PLEASURE OF HIS COMPANY, THE**—C-114m.—(TC)—Fred Astaire, Debbie Reynolds—4819 (5-17-61)—Cute, entertaining
- R6104 **WHITE CHRISTMAS**—CMU-120m.—(TC)—Bing Crosby, Danny Kaye, Rosemary Clooney—4866 (9-13-61)—Should account for high grosses—Reissue
- 6008 **WORLD OF SUZIE WONG, THE**—D-129m.—(TC)—William Holden, Nancy Kwan—4765 (11-9-60)—High-rating, colorful screen version of hit book and play

COMING FEATURES IN ORDER OF RELEASE

- Nov. **BLUE HAWAII**—(TC; Panavision)—Elvis Presley, Joan Blackman
- Dec. **ERRAND BOY, THE**—Jerry Lewis
- Dec. **SUMMER AND SMOKE**—(TC)—Laurence Harvey, Geraldine Page

COMING

- COUNTERFEIT TRAITOR**—(TC)—William Holden, Lili Palmer
- EASTER DINNER, THE**—Charlton Heston, Elsa Martinelli
- HATARI**—(TC)—John Wayne, Red Buttons
- IRON MEN, THE**—Sidney Poitier, Claudia Cardinale
- MAN WHO SHOT LIBERTY VALANCE, THE**—James Stewart, John Wayne, Vera Miles
- MY GEISHA**—(TC; Technirama)—Shirley MacLaine, Yves Montand
- ESCAPE FROM ZAHRAIN**—(TC; Panavision)—Yul Brynner, Sal Mineo
- GIRL NAMED TAMIKO, A**—(TC; Panavision)—Laurence Harvey, France Nuyen
- HELL IS FOR HEROES**—Bobby Darin, Bob Newhart, Fess Parker
- TOO LATE BLUES**—Bobby Darin, Stella Stevens
- WHO'S GOT THE ACTION**—(TC)—Dean Martin, Lana Turner

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

- 112 **ALL HANDS ON DECK**—C-98m.—(CS; DC)—Pat Boone, Buddy Hackett, Barbara Eden—4809 (4-19-61)—Light-weight entertainment
- 128 **BATTLE AT BLOODY BEACH**—MD-83m.—(CS)—Audie Murphy, Dolores Michaels—4838 (7-12-61)—Okay war programmer
- 109 **BETWEEN HEAVEN AND HELL**—MD-94m.—(CS; DC)—Robert Wagner, Terry Moore, Broderick Crawford—4869 (9-27-61)—interesting war entry—Reissue
- 134 **BIG GAMBLE, THE**—CD-100m.—(CS; DC)—Stephen Boyd, Juliette Greco, David Wayne—4849 (8-23-61)—Interesting adventure comedy
- 120 **BIG SHOW, THE**—D-113m.—(CS; DC)—Esther Williams, Cliff Robertson—4819 (5-17-61)—Good entry for program—Filmed abroad
- 105 **CANADIANS, THE**—MD-85m.—(CS; DC)—Robert Ryan, John Dehner—4802 (3-22-61)—Tale of early Canada for the program
- 111 **CIRCLE OF DECEPTION**—MD-100m.—(CS)—Bradford Dillman, Suzy Parker—4787 (1-25-61)—Good counter intelligence war meller for the program
- 114 **DAYS OF THRILLS AND LAUGHTER**—COMP-93m.—Produced and written by Robert Youngson—4802 (3-22-61)—Novelty for certain spots
- 053 **DESERT ATTACK**—MD-76m.—John Mills, Sylvia Syms—4789 (2-8-61)—Okay English war meller for the program—England
- 108 **ENEMY BELOW, THE**—MD-98m.—(CS; DC)—Robert Mitchum, Curt Jurgens, Al Hedison—4869 (9-27-61)—Absorbing, suspenseful submarine war meller—Reissue
- 057 **ESTHER AND THE KING**—D-109m.—(CS; DC)—Joan Collins, Richard Egan—4769 (11-23-60)—Interesting costume drama
- 110 **FERRY TO HONG KONG**—MD-103m.—(CS; DC)—Curt Jurgens, Orson Welles, Sylvia Syms—4789 (2-8-61)—Colorful, well-enacted meller
- 120 **FIERCEST HEART, THE**—MD-91m.—(CS; DC)—Stuart Whitman, Juliet Prowse—4805 (4-5-61)—Programmer has new names to sell
- 056 **FLAMING STAR**—101m.—(CS; DC)—Elvis Presley, Barbara Eden—4781 (1-11-61)—Good action entry has Presley draw
- 132 **FRANCIS OF ASSISI**—D-105m.—(CS; DC)—Bradford Dillman, Dolores Hart—4838 (7-12-61)—Effective and highly interesting religious drama
- 122 **FROGMEN, THE**—MD-96m.—Richard Widmark, Dana Andrews—4869 (9-27-61)—War thriller should ride into the better money—Reissue
- 039 **GODDESS OF LOVE, THE**—MD-68m.—(CS; DC)—Belinda Lee, Jacques Sernas—4765 (11-9-60)—Mediocre fare for the duallers—English dialogue; made in Italy
- 106 **HOUSE OF BAMBOO**—MD-102m.—(CS; DC)—Robert Ryan, Robert Stack, Shirley Yamaguchi—4869 (9-27-61)—Highly interesting meller—Reissue
- 136 **HUSTLER, THE**—D-135m.—(CS)—Paul Newman, Jackie Gleason, Piper Laurie—4869 (9-27-61)—Good off-beat drama about off-beat people
- 037 **LEGIONS OF THE NILE**—MD-91m.—(CS; DC)—Linda Cristal, Ettore Manni—4766 (11-9-60)—Acceptable for the program—(Dubbed in English; made in Italy)
- 102 **LITTLE SHEPHERD OF KINGDOM COME, THE**—108m.—(CS; DC)—Jimmie Rodgers, Luana Patten—4782 (1-11-61)—Entertaining, heart-warming family story
- 113 **LONG ROPE, THE**—W-61m.—(CS)—Hugh Marlowe, Lisa Montell—4790 (2-8-61)—Program western
- 137 **MARINES, LET'S GO**—C-104m.—(CS; DC)—Tom Tyron, David Hedison, Linda Hutchins—4846 (8-9-61)—Mediocre war comedy

- Fanny..... A2 WB
- Fast Set, The..... For.
- Fate Of A Man..... A3 For.
- Ferry To Hong Kong..... A2 Fox
- Fever In The Blood, A..... A3 WB
- Fiercest Heart, The..... A2 Fox
- Five Golden Hours..... A3 Col.
- Five Guns To Tombstone..... A1 UA
- Five Kinds Of Love..... Col.
- Flaming Star..... A1 Fox
- Flight That Disappeared..... A1 UA
- Flower Drum Song..... U-I
- Follow A Star..... For.
- Four Horsemen Of The Apocalypse..... MGM
- Foxhole In Cairo..... B Par.
- Frantic..... A2 For.
- French Mistress, A..... A3 For.
- Freud..... U-I
- Francis of Assisi..... A1 Fox
- Frogmen, The—RE..... A1 Fox
- From A Roman Balcony..... For.
- Frontier Uprising..... A1 UA
- Fury Of The Barbarians..... Col.

G

- Gambler Wore A Gun, The..... A1 UA
- General Della Rovere..... A2 For.
- George Raft Story, The..... AA
- Geronimo..... UA
- Gidget Goes Hawaiian..... A2 Col.
- Gigot..... Fox
- Girl Named Tamiko, A..... Par.
- Girl In Room 13..... B Misc.
- Girl On The Boat, The..... UA
- Girl With A Suitcase..... A3 For.
- Go Naked In The World..... B MGM
- Goddess Of Love, The..... B Fox
- Gold Inside, The..... Col.
- Gold Of The Seven Saints..... A2 WB
- Goliath And The Dragon..... A2 A-I
- Gone With The Wind—RE..... B MGM
- Good Girls Beware..... For.
- Goodbye Again..... B UA
- Gorgo..... A1 MGM
- Grass Is Greener, The..... A3 U-I
- Great Imposter, The..... A2 U-I
- Great War, The..... A3 UA
- Green Helmet, The..... A1 MGM
- Greyfriars Bobby..... A1 BV
- Guns Of The Black Witch..... A-I
- Gun Fight..... A1 UA
- Guns Of The Navarone, The..... A1 Col.

H

- Hand, The..... A2 A-I
- Hand In Hand..... A1 Col.
- Hand Of Death..... Fox
- Hatari..... Par.
- Hell Is For Heroes..... Par.
- Hellions..... Col.
- Herod, The Great..... B AA
- Heroes Die Young..... A3 AA
- Hideous Sun Demon, The..... Misc.
- Hippodrome..... For.
- Hitler..... AA
- Home Is The Hero..... A2 For.
- Homicidal..... A2 Col.
- Honeymoon Machine..... A1 MGM
- Hoodlum Priest, The..... A2 UA
- Horizontal Lieutenant, The..... MGM
- Horse With The Flying Tail, The..... BV
- House Of Bamboo, The—RE..... A2 Fox
- House Of Fright..... B A-I
- House Of Women..... WB
- How The West Was Won..... MGM
- Hustler, The..... A3 Fox

I

- I Thank A Fool..... MGM
- Innocents, The..... Fox
- Inspector, The..... Fox
- Invasion Quartet..... A1 MGM
- Iron Men, The..... Par.
- It Happened In Broad Daylight..... For.
- It Happened In Athens..... Fox

J

• Jason And The Golden Fleece..... Col.
 Jazz Boat..... B Col.
 Joker, The..... B For.
 Journey To The Lost City..... A2 A-I
 • Journey To The Seventh Planet... A-I
 Judgment At Nuremberg..... UA

K

King Of Kings, The..... SP MGM
 King Of The Roaring '20's..... A3 AA
 Konga..... A2 A-I

L

• Lad: A Dog..... WB
 Ladies' Man..... A1 Par.
 La Dolce Vita..... SP For.
 • Lady L..... MGM
 Land We Love, The..... UA
 • Last Hero, The..... U-I
 Last Sunset, The..... B U-I
 Last Time I Saw Archie, The..... A2 UA
 Last Woman On Earth, The..... Misc.
 Lawless Breed The—RE..... A2 U-I
 • Lawrence Of Arabia..... Col.
 League Of Gentlemen, The..... A3 For.
 Leda..... B For.
 Left, Right and Center..... A1 For.
 Legions Of The Nile..... B Fox
 • Light In The Piazza, The..... MGM
 • Lion Of Sparta..... Fox
 Little Angel..... A1 For.
 Little Shepherd Of Kingdom
 Come, The..... A1 Fox
 Little Shop Of Horrors, The..... Misc.
 Long Rope, The..... A2 Fox
 Long And The Short And The
 Tall, The..... For.
 • Longest Day, The..... Fox
 Look In Any Window..... B AA
 Loss Of Innocence..... A3 Col.
 • Lost Battalion, The..... A-I
 Love And The Frenchwoman..... B For.
 Love In A Goldfish Bowl..... B Par.
 Love Game, The..... C For.
 • Lover Come Back..... U-I
 • Loves Of Salambo, The..... Fox

M

Ma Barker's Killer Brood..... Misc.
 Mad Dog Coll..... B Col.
 • Madison Avenue..... Fox
 Magdalena..... C For.
 Magic Boy, The..... A1 MGM
 • Majority Of One, A..... WB
 Make Mine Mink..... A3 For.
 Man In The Moon..... A2 For.
 Man-Trap..... B Par.
 • Man Who Shot Liberty Valance,
 The..... Par.
 Man Who Wagged His Tail, The.. A1 For.
 Marriage-Go-Round..... B Fox
 Marines Lets Go..... B Fox
 Mary Had A Little..... B UA
 • Mask, The..... WB
 Master Of The World..... A1 A-I
 Matter Of Morals, A..... B UA
 Mein Kampf..... A2 Col.
 • Merrill's Marauders..... WB
 Midnight Story, The—RE..... A2 U-I
 Mighty Crusaders, The..... A1 For.
 Millionaire, The..... B Fox
 Minotaur, The..... B UA
 Miracle Of Our Lady Of Fatima,
 The—RE..... A1 WB
 Misfits, The..... B UA
 Mr. Sardonicus..... A2 Col.
 Misty..... A1 Fox
 Modigliani Of Montparnasse..... For.
 Monster Of The Piedras Blancas,
 The..... Misc.
 Morals Squad..... Misc.
 Morgan The Pirate..... B MGM
 Most Dangerous Man Alive, The.. B Col.
 • Music Man, The..... W
 • Murder, She Said..... MGM
 • Mutineers, The..... Col.
 • Mutiny On The Bounty..... MGM
 • My Geisha..... Par.
 • Mysterious Island..... A1 Col.

N

Naked Edge, The..... A2 UA
 Naked Jungle, The—RE..... A2 Par.
 Neapolitan Carousel..... For.
 Night Affair..... For.
 Nikki, Wild Dog Of The North... A1 BV
 Ninth Circle, The..... A3 For.
 North To Alaska..... A3 Fox
 Not Tonight, Henry..... Misc.
 • Notorious Landlady..... Col.

O

Okefenokee..... Misc.
 • Oldest Confession, The..... AU
 Ole Rex..... A1 U-I
 On The Double..... A1 Par.

101 MARRIAGE-GO-ROUND, THE—C-98m.—(CS; DC)—Susan Hayward, James Mason, Julie Newmar—4774 (12-7-60)—Cute and amusing man's comedy
 131 MISTY—D-92m.—(CS; DC)—David Ladd, Pam Smith, Phantom, the horse—4834 (6-28-61)—Good entry for family trade and youngsters
 104 MILLIONAIRESS, THE—C-90m.—(CS; DC)—Sophia Loren, Peter Sellers, Alastair Sim—4787 (1-25-61)—Success depends on name power
 051 NORTH TO ALASKA—C-122m.—(CS; DC)—John Wayne, Capucine, Fabian—4766 (11-9-60)—Comedy has angles
 135 PIRATES OF TORTUGA—MD-97m.—(CS; DC)—Ken Scott, Leticia Roman—4874 (10-11-61)—Okay entry for the program
 121 RACERS, THE—MD-112m.—(CS; DC)—Kirk Douglas, Bella Darvi—4846 (8-9-61)—Entertaining auto racing entry—Reissue
 126 RETURN TO PEYTON PLACE—D-122m.—(CS; DC)—Carol Lynley, Jeff Chandler, Eleanor Parker—4814 (5-3-61)—Sequel should prove popular
 127 RIGHT APPROACH, THE—CD-92m.—(CS)—Frankie Vaughan, Martha Hyer—4814 (5-3-61)—Modern youth opus misses
 115 SANCTUARY—D-90m.—(CS)—Lee Remick, Yves Montand—4794 (2-22-61)—Off-beat look at life and love in the south
 140 SEVEN WOMEN FROM HELL—MD-88m.—(CS)—Patricia Owens, Cesar Romero—4877 (10-25-61)—Exploitable programmer
 044 SQUAD CAR—MD-61m.—Vici Raaf, Paul Bryar—4787 (1-25-61)—For the lower half
 116 SNIPER'S RIDGE—MD-61m.—(CS)—Jack Ging, Stanley Clements—4790 (2-8-61)—Fair war programmer
 130 SNOW WHITE AND THE THREE STOOGES—C-107m.—(CS; DC)—Carol Heiss, 3 Stooges—4825 (5-31-61)—Attractive entry for families and children in particular
 107 STOPOVER TOKYO—MD-100m.—(CS; DC)—Robert Wagner, Joan Collins, Edmond O'Brien—4869 (9-27-61)—Fairly interesting meller—Reissue
 050 TESS OF THE STORM COUNTRY—D-84m.—(CS; DC)—Diane Baker, Jack Ging—4790 (2-8-61)—Interesting version of classic
 117 TRAPP FAMILY, THE—D-106m.—(DC)—Ruth Leuwerik, Hans Holt—4797 (3-8-61)—Family yarn good for the program—German made; dubbed in English
 125 UPSTAIRS AND DOWNSTAIRS—C-100m.—(DC)—Mylene Demongeot, Michael Craig—4777 (12-21-60)—Cute comedy—English
 133 VOYAGE TO THE BOTTOM OF THE SEA—MD-107m.—(CS; DC)—Walter Pidgeon, Joan Fontaine—4834 (6-28-61)—Modern day science fiction should do okay
 129 WILD IN THE COUNTRY—D-114m.—(CS; DC)—Elvis Presley, Hope Lange—4830 (6-14-61)—Well-made dramatic story has replay for draw
 054 WIZARD OF BAGHDAD, THE—C-93m.—(CS; DC)—Dick Shawn, Diane Baker—4777 (12-21-60)—Amusing programmer

COMING FEATURES IN ORDER OF RELEASE

Nov. COMANCHEROS, THE—(C; CS)—John Wayne, Ina Balin, Stuart Whitman
 Nov. PURPLE HILLS—(C)—Gene Nelson, Joanna Barnes
 Dec. SECOND TIME AROUND, THE—(CS; DC)—Debbie Reynolds, Andy Griffith
 Dec. TWO LITTLE BEARS—(CS)—Brenda Lee, Eddie Albert

COMING

ADVENTURES OF A YOUNG MAN—(CS, DC)—Richard Beymer, Paul Newman, Susan Strasberg, Eli Wallach
 BACHELOR FLAT—(C; CS)—Celeste Holm, Tuesday Weld
 CLEOPATRA—(Todd-AO; C)—Elizabeth Taylor, Richard Burton, Rex Harrison
 GIGOT—Jackie Gleason
 HAND OF DEATH—John Agar, Paula Raymond
 INSPECTOR, THE—(CS; DC)—Stephen Boyd, Dolores Hart
 IT HAPPENED IN ATHENS—(CS; C)—Jayne Mansfield, Nico Minardos
 LION OF SPARTA—(CS; C)—Richard Egan, Diane Baker
 LONGEST DAY, THE—(CS; DC)—William Holden, Richard Todd, Peter Lawford
 LOVES OF SALAMBO, THE—(DC)—Jeanne Valerie, Jacques Sernas
 MADISON AVENUE—(CS)—Dana Andrews, Eleanor Parker
 QUEEN'S GUARD, THE—(CS; DC)—Raymond Massey, Robert Stevens—England
 SATAN NEVER SLEEPS—(CS; C)—William Holden, France Nuyen, Clifton Webb
 SILENT CALL, THE—Roger Mobley, Pete, The Dog
 STATE FAIR—(CS; DC)—Pat Boone, Alice Faye, Bobby Darin
 SWINGING ALONG—(CS; DC)—Tommy Noonan, Pete Marshall
 20,000 EYES—Gene Nelson, Merry Anders, James Brown
 TENDER IS THE NIGHT—(CS; DC)—Jennifer Jones, Jason Robards, Jr., Joan Fontaine
 WOMAN HUNT—Steve Peck, Lisa Lu

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6127 BOY WHO CAUGHT A CROOK—MD-72m.—Wanda Hendrix, Rober Mobley, Don Beddoe—4874 (10-11-61)—Lower half filler—Kent-Cahn
 6119 BY LOVE POSSESSED—D-115m.—(DC)—Lana Turner, Efrem Zimbalist, Jr.—4830 (6-14-61)—High rating drama has marquee power—Mirisch
 6121 CAT BURGLAR, THE—MD-64m.—Jack Hogan, June Kenney—4874 (10-11-61)—For the lower half—Harvard
 6111 DOCTOR BLOOD'S COFFIN—D-92m.—(C)—Kiernon Moore, Hazel Court—4834 (6-28-61)—Horror drama for program—English—Caralan
 6101 EXODUS—MD-213m.—(Super Panavision 70; TC)—Paul Newman, Eva Marie Saint—4778 (12-21-60)—High rating—Preminger
 6134 EXPLOSIVE GENERATION, THE—D-89m.—William Shatner, Patty McCormack, Lee Kinsolving—4870 (9-27-61)—Better program entry with special appeal for teens and parents—Vega
 6104 FACTS OF LIFE, THE—C-103m.—Bob Hope, Lucille Ball—4771 (11-23-60)—Bright, adult comedy has potent name power—H-L-P
 6102 FIVE GUNS TO TOMBSTONE—W-71m.—James Brown, Della Sherman—4790 (2-28-61)—Average western—Zenith
 FLIGHT THAT DISAPPEARED, THE—D-72m.—Craig Hill, Paula Raymond—4870 (9-27-61)—Lower half filler—Harvard
 6103 FRONTIER UPRISING—W-68m.—James Davis, Nancy Hadley—4790 (2-8-61)—Cowboys, Indians, Mexicans and the U.S. Cavalry ride again—Zenith
 6109 GAMBLER WORE A GUN, THE—W-66m.—James Davis, Merry Anders—4810 (4-19-61)—Average western for action spots—Zenith
 6125 GOODBYE AGAIN—D-120m.—Ingrid Bergman, Yves Montand, Anthony Perkins—4838 (7-12-61)—Romance has lots to offer—Argus
 6113 GUN FIGHT—W-68m.—James Brown, Joan Staley—4834 (6-8-61)—Lower half filler—Zenith
 6132 GREAT WAR, THE—D-118m.—Vittorio Gassman, Silvano Manganò—4867 (9-13-61)—Interesting entry will appeal primarily in art spots—Italian-made—Dubbed in English—Lopert
 6107 HOODLUM PRIEST, THE—D-101m.—Don Murray, Larry Gates—4794 (2-22-61)—High rating drama—Murray-Wood
 JUDGMENT AT NUREMBERG—D-189m.—70mm—Spencer Tracy, Burt Lancaster, Marlene Dietrich—4878 (10-25-61)—Highly interesting, well-made court room drama has names—Kramer
 6118 LAST TIME I SAW ARCHIE, THE—C-98m.—Robert Mitchum, Martha Hyer—4827 (5-31-61)—Humorous and entertaining tale of G. I.'s in training—Mark VII, Ltd.
 MARY HAD A LITTLE—C-79m.—Agnes Laurent, Jack Watling—4841 (7-26-61)—Mediocre comedy for lower half—English
 6108 MATTER OF MORALS, A—D-90j.—Maj-Britt Nilsson, Patrick O'Neal—4831 (6-14-61)—Interesting drama—Filmed in Sweden
 6115 MINOTAUR, THE—MD-92m.—(TC; Totalscope)—Bob Mathias, Rosanna Schiaffino—4814 (5-3-61)—Another Italian spectacle for the program—Italian-made; English dialogue
 6105 MISFITS, THE—D-124m.—Clark Gable, Marilyn Monroe—4790 (2-8-61)—Unusual, absorbing and adult entry—Seven Arts
 6120 NAKED EDGE, THE—D-99m.—Gary Cooper, Deborah Kerr—4838 (7-12-61)—Has interest and angles—Pennebaker-Baroda—English
 6106 OPERATION BOTTLENECK—MD-78m.—Ron Foster, Miiko Taka—4794 (2-22-61)—Lower half war meller—Zenith
 6131 PARIS BLUES—D-98m.—Paul Newman, Joanne Woodward, Sidney Poitier—4874 (10-11-61)—Highly interesting Parisian jazz and love entry—Pennebaker-Diane
 6029 POLICE DOG STORY, THE—MD-61m.—James Brown, Merry Anders—4791 (2-8-61)—Family-type meller for duallers—Zenith
 6117 REVOLT OF THE SLAVES, THE—D-99m.—(TotalScope; EC)—Rhonda Fleming, Lang Jeffries—4831 (6-14-61)—Lots of action in another Italian-made spectacle—Italian-made; dubbed in English—Moffa
 6133 SEASON OF PASSION—D-92m.—Ernest Borgnine, Anne Baxter, John Mills—4875 (10-11-61)—Interesting picturization of international play—Norman
 6130 SECRET OF DEEP HARBOR—MD-70m.—Ron Foster, Merry Anders—4875 (10-11-61)—Satisfactory program meller—Harvard
 6112 SNAKE WOMAN, THE—D-68m.—John McCarthy, Susan Travers—4819 (5-17-61)—Horror item for lower half—English made
 6123 THREE ON A SPREE—C-83m.—Jack Watling, Carole Lesley—4866 (9-13-61)—Mediocre comedy—Caralan—English-made
 6126 TEENAGE MILLIONAIRE—MUC-84m.—Jimmy Clanton, Rocky Graziano, Zasu Pitts—4849 (8-23-61)—Rock 'n' roll entry mainly for teeners (Partly color)
 6135 TOWN WITHOUT PITY—D-105m.—Kirk Douglas, Christine Kaufman—4875 (10-11-61)—Absorbing adult drama
 WEST SIDE STORY—MUD-155m.—(Panavision 70; TC)—Natalie Wood, Richard Beymer—4870 (9-27-61)—Highly entertaining entry headed for top returns—Mirisch
 6116 WHEN THE CLOCK STRIKES—D-72m.—James Brown, Merry Anders—4835 (6-28-61)—Lower half filler
 6128 YOUNG DOCTORS, THE—D-100m.—Frederic March, Ben Gazzara, Ina Balin—4850 (8-23-61)—Interesting drama of hospital lives and loves—Drexel-Miller-Turman
 6122 YOU HAVE TO RUN FAST—MD-71m.—Craig Hill, Elaine Edwards—4850 (8-23-61)—Lower half dualler—Harvard
 6114 YOUNG SAVAGES, THE—D-100m.—Burt Lancaster, Dina Merrill, Shelly Winters—4814 (5-3-61)—Serious, fascinating probe of juvenile delinquency—Contemporary

COMING FEATURES IN ORDER OF RELEASE

Nov. DEAD TO THE WORLD—Rudy Talton, Jana Pearce
 Nov. VIRGINS OF ROME, THE—Louis Jordan, Sylvia Simms
 Nov. X15, THE—Charles Bronson, Brad Dexter
 Dec. POCKETFUL OF MIRACLES—Glenn Ford, Bette Davis, Hope Lange—Capra
 Dec. SOMETHING WILD—Carroll Baker, Ralph Meeker—Prometheus
 Dec. ONE, TWO, THREE—James Cagney

COMING

BIRD MAN OF ALCATRAZ, THE—Burt Lancaster, Karl Malden, Thelma Ritter
CHILDREN'S HOUR, THE—Audrey Hepburn, Shirley MacLaine, James Garner—Mirisch
GIRL ON THE BOAT, THE—Norman Wisdom, Millicent Martin (Knightsbridge)
GERONIMO—(TC)—Chuck Connors
LAND WE LOVE, THE—(C; Panavision)—James Mason, Kate Manx, Neville Brand—Daystar
OLDEST CONFESSION, THE—Rex Harrison, Rita Hayworth
PHAEDRA—Melina Mercouri, Tony Perkins, Raf Vallone—(Dassin)
PIONEER, GO HOME—Elvis Presley, Arthur O'Connell, Joanna Moore—Mirisch
ROAD TO HONG KONG, THE—Bob Hope, Bing Crosby, Joan Collins, Dorothy Lamour
SAINTLY SINNERS—Don Beddige, Ellen Corby
SERGEANTS 3—(TC; Panavision)—Frank Sinatra, Ruta Lee, Dean Martin—Essex
SPIDER'S WEB, THE—(TC)—Glynis Johns, John Justin—Danziger
ST. GEORGE AND THE 7 CURSES—(Super-Percepto-Vision)—Basil Rathbone—Gordon
VALIANT, THE—John Mills, Ettore Manni—B. H. P.
WAR HUNT—John Saxon

UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

BACK STREET—D-107m.—(EC)—Susan Hayward, John Gavin, Vera Miles—4875 (10-11-61)—Plush femme's drama with popular Hunter touch
 6120 **BLAST OF SILENCE**—MD-77m.—Allen Baron, Molly McCarthy—4810 (4-19-61)—Better program entry
 6121 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee—4835 (6-28-61)—Highly enjoyable comedy
 6115 **CURSE OF THE WEREWOLF, THE**—91m.—(EC)—Clifford Evans, Yvonne Romain—4820 (5-17-61)—Horror import should get attention—English
 6103 **GRASS IS GREENER, THE**—C-105m.—(TC; Technirama)—Cary Grant, Deborah Kerr—4775 (12-7-60)—Sophisticated, adult comedy headed for big business
 5104 **GREAT IMPOSTOR, THE**—CD-112m.—Tony Curtis, Joan Blackman—4771 (11-23-60)—Highly entertaining entry
 6117 **LAST SUNSET, THE**—D-112m.—(EC)—Rock Hudson, Kirk Douglas, Dorothy Malone—4827 (5-31-61)—Western has angles to put it across in fine fashion
 6108 **LAWLESS BREED, THE**—W-83m.—(TC)—Rock Hudson, Julia Adams—4870 (9-27-61)—Better than average western—Reissue
 5626 **MIDNIGHT STORY, THE**—MD-89m.—(CS; TC)—Tony Curtis, Marisa Pavan—4870 (9-27-61)—Interesting, well-made cop, melo-drama—Reissue
 6114 **OLE REX**—D-40m.—(EC)—Rex, Billy Hughes—4802 (3-22-61)—Good featurette programmer
 6113 **PHARAOH'S WOMAN, THE**—D-88m.—(EC; TechniScope)—John Drew Barrymore, Linda Cristal—4815 (5-3-61)—Fair programmer—Italian-made; dubbed in English
 6112 **POSSE FROM HELL**—W-89m.—(EC)—Audie Murphy, Zohra Lampert—4802 (3-22-61)—Good western
 6102 **PRIVATE LIVES OF ADAM AND EVE, THE**—C-87m.—(Part color)—Mickey Rooney, Mamie Van Doren—4831 (6-14-61)—Tasteless comedy strictly for exploitation spots
 5622 **RAWHIDE YEARS, THE**—OMD-85m.—(TC)—Tony Curtis, Coleen Miller—4871 (9-27-61)—Action entry entertains—Reissue
 6106 **ROMANOFF AND JULIET**—C-112m.—(TC)—Peter Ustinov, Sandra Dee—4820 (5-17-61)—Humorous comedy is well made—Filmed abroad
 5109 **SERGEANT WAS A LADY, THE**—C-72m.—Martin West, Venetia Stevenson—4866 (9-13-61)—Fair comedy for the program
SECRET WAYS, THE—D-112m.—Richard Widmark, Sonja Ziemann—4802 (3-22-61)—Taut espionage thriller should please—Made in Europe
 6116 **SHADOW OF THE CAT, THE**—MD-79m.—Andre Morell, Barbara Shelley—4820 (5-17-61)—Good horror item—English
 6105 **SHAKEDOWN, THE**—MD-91m.—Terence Morgan, Hazel Court—4847 (8-9-61)—Lower half meller—English
 6119 **TAMMY TELL ME TRUE**—CD-97m.—(EC)—Sandra Dee, John Gavin—4835 (6-28-61)—Warm yarn has appeal for youngsters and family trade
 6107 **TO HELL AND BACK**—BIOD-106m.—(CS; TC)—Audie Murphy, Marshall Thompson—4871 (9-27-61)—Well-made war film should have wide appeal—Reissue
 6110 **TOMBOY AND THE CHAMP**—D-92m.—(EC)—Candy Moore, Ben Johnson—4791 (2-8-61)—Good family programmer
 6118 **TROUBLE IN THE SKY**—D-76m.—Michael Craig, Elizabeth Seal—4835 (6-28-61)—Okay programmer—English
 6111 **WINGS OF CHANCE**—MD-76m.—(EC)—Jim Brown, Frances Rafferty—4798 (3-8-61)—Okay programmer

COMING FEATURES IN ORDER OF RELEASE

Dec. **FLOWER DRUM SONG**—(C; Panavision)—Nancy Kwan, James Shigeta

COMING

CAPE FEAR—Gregory Peck, Polly Bergen
FREUD—Montgomery Clift, Susannah York
LAST HERO—(Panavision)—Kirk Douglas, Gena Rowlands
LOVER COME BACK—(C)—Rock Hudson, Doris Day, Tony Randall
OUTSIDER, THE—Tony Curtis, Miriam Colon
SIX BLACK HORSES—(C)—Audie Murphy, Joan O'Brien
SPIRAL ROAD, THE—(C; Panavision)—Rock Hudson, Burl Ives, Gena Rowlands
TOUCH OF MINK—(C; Panavision)—Cary Grant, Doris Day
UGLY AMERICAN—(C)—Marlon Brando, Eiji Okada, Sandra Church

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

014 **BIMBO THE GREAT**—MD-93m.—(EC; CircusScope)—Charles Holm, Maryanne Shields—4815 (5-3-61)—Circus film has angles—German-made; dubbed in English
 155 **CLAUDELLE INGLISH**—D-99m.—Diane McBain, Arthur Kennedy—4866 (9-13-61)—Moderately interesting drama of backwoods bad girl
 013 **FABULOUS WORLD OF JULES VERNE, THE**—SFD-84m.—(Mystimation)—Louis Locke, Ernest Revere, Jane Zale—4815 (5-3-61)—Interesting science fiction entry—Filmed abroad
 016 **FANNY**—D-133m.—(TC)—Leslie Caron, Maurice Chevalier, Charles Boyer—4835 (6-28-61)—Excellent
 008 **FEVER IN THE BLOOD, A**—D-117m.—Efrem Zimbalist, Jr., Angie Dickinson—4787 (1-26-61)—Interesting dramatic fare on world of politics
 009 **GOLD OF THE SEVEN SAINTS**—MD-88m.—(WarnerScope)—Clint Walker, Leticia Roman—4791 (2-8-61)—Good outdoor action entry
 006 **MIRACLE OF OUR LADY OF FATIMA, THE**—D-102m.—Gilbert Roland, Angela Clark—4871 (9-21-61)—Well-made religious film—Reissue
 015 **PARRISH**—D-140m.—(TC)—Troy Donahue, Claudette Colbert—4798 (3-8-61)—Interesting drama, particularly for the gals
 011 **PORTRAIT OF A MOBSTER**—MD-108m.—Vic Morrow, Leslie Parrish—4803 (3-22-61)—Good gangster yarn for action spots
 003 **SINS OF RACHEL CADE, THE**—D-123m.—(TC)—Angie Dickinson, Peter Finch—4798 (3-8-61)—Highly interesting drama with "Congo" background
 154 **SPLENDOR IN THE GRASS**—D-124m.—(TC)—Natalie Wood, Warren Beatty—4866 (9-13-61)—High rating drama on provocative theme
 012 **STEEL CLAW, THE**—MD-96m.—(TC)—George Montgomery, Charita Luna—4820 (5-17-61)—Good programmer
 007 **SUNDOWNERS, THE**—D-133m.—(TC)—Deborah Kerr, Robert Mitchum—4766 (11-9-60)—Highly interesting drama
 157 **SUSAN SLADE**—D-116m.—(TC)—Troy Donahue, Connie Stevens—4876 (10-11-61)—Well-made drama has angles
 010 **WHITE WARRIOR, THE**—MD-86m.—(TC; Dyali-Scope)—Steve Reeves, Georgia Moll—4791 (2-8-61)—Okay action spectacle for the program—Italian-made; dubbed in English
 151 **WORLD BY NIGHT**—NOV.-103m.—(TC; TR)—Vaudeville—4850 (8-23-61)—Good variety show for the program

COMING

Nov. **MASK, THE**—(Depth-Dimension)—Paul Stevens, Claudette Nevins
 Dec. **LAD: A DOG**—(TC)—Peggy McCay, Peter Breck
 Dec. **ROMAN SPRING OF MRS. STONE, THE**—(C)—Vivien Leigh, Warren Beatty

COMING FEATURES IN ORDER OF RELEASE

CHAPMAN REPORT, THE—(TC)—Shelley Winters, Efrem Zimbalist, Jr.
COUCH, THE—Grant Williams, Shirley Knight
HOUSE OF WOMEN—Shirley Knight, Andrew Duggan
LOVERS MUST LEARN—(TC)—Troy Donahue, Suzanne Pleshette
MAJORITY OF ONE, A—(TC)—Rosalind Russell, Alec Guinness
MERRILL'S MARAUDERS—(TC)—Jeff Chandler, Ty Hardin
MUSIC MAN, THE—(TC)—Robert Preston, Shirley Jones
SAMAR—(TC)—George Montgomery, Ziva Rodann
SINGER NOT THE SONG—(CS; C)—Dirk Bogarde, John Mills, Mylene Demongeot—England

MISCELLANEOUS

AFTER MEIN KAMPF—DOC-74m.—Written and directed by Ralph Porter—4847 (9-61)—Semi-documentary on Hitler and associates has angles and interest—Brenner
ATLAS—MD-84m.—(EC; Vistascope)—Michael Forrest, Barboura Morris—4820 (5-1-61)—Spectacle programmer for action spots—Filmgroup
BUFFALO GUN—W-72m.—Marty Robbins, Mary Ellen Kay—4841 (7-26-61)—Mediocre western entry—Globe
CAREER GIRLS ON A NAKED HOLIDAY—NOV.-65m.—Zelda Supplee—4798 (3-8-1)—Another nudist colony exposition—Brenner

One-Eyed Jacks..... A3 Par.
One Hundred And One Dalmatians A1 BV
One Plus One..... A3 Misc.
Operation Bottleneck..... A2 UA
One, Two, Three..... UA
Operation Camel..... A1 A-I
Operation Eichmann..... A3 AA
Ostrich Has Two Eggs, The..... For.
Outsider, The..... U-I

P

Parent Trap, The..... A1 BV
Paris Blues..... B UA
Parrish..... B WB
Passport To China..... A1 Col.
Pepe..... A1 Col.
Phaedra..... B UA
Pharaoh's Woman..... B U-I
Picnic—RE..... B Col.
Picnic On The Grass..... For.
Pioneer, Go Home..... UA
Pirates Of Tortuga..... A1 Fox
Pit And The Pendulum, The..... A2 A-I
Play It Cooler..... Col.
Pleasure Of His Company, The..... A2 Par.
Plunderers, The..... A3 AA
Pocketful Of Miracles..... UA
Police Dog Story..... A1 UA
Portrait Of A Mobster..... B WB
Portrait Of A Sinner..... B A-I
Pose From Hell..... A2 U-I
Primitive Paradise..... Misc.
Private Lives Of Adam And Eve, The..... B U-I
Pure Hell Of St. Trinians..... For.
Purple Hills..... A1 Fox

Q

Queen's Guard, The..... Fox
Queen Of The Pirates..... A1 Col.
Question 7..... For.

R

Racers, The—RE..... B Fox
Raisin In The Sun, A..... A2 Col.
Rawhide Years, The—RE..... A2 U-I
Return To Peyton Place..... A3 Fox
Revolt Of The Slaves..... B UA
Right Approach, The..... B Fox
Ring Of Fire..... A3 MGM
Risk, The..... For.
Road To Hong Kong, The..... UA
Rocco And His Brothers..... A3 For.
Rocket Attack, U. S. A...... A3 Misc.
Roman Spring Of Mrs. Stone, The A3 WB
Romanoff And Juliet..... A1 U-I
Roses For The Prosecutor..... For.
Rue De Paris..... A3 For.

S

St. George And The 7 Curses..... UA
Sail A Crooked Ship..... Col.
Saintly Sinners..... UA
Samar..... B WB
Sanctuary..... B Fox
Sand Castle, The..... A1 Misc.
Satan Never Sleeps..... Fox
Saturday Night And Sunday Morning..... C For.
Scream Of Fear..... A2 Col.
Season Of Passion..... A3 UA
Second Time Around, The..... Fox
Secret Of Monte Cristo, The..... A1 MGM
Secrets Of Women..... For.
Secret Of Deep Harbor, The..... A2 UA
Secret Partner, The..... A2 MGM
Secret Ways, The..... A2 U-I
Serengeti Shall Not Die..... A1 AA
Sergeant Was A Lady, The..... A1 U-I
Sergeants 3..... UA
Seven Women From Hell..... Fox
Sex Kittens Go To College..... B AA
Shadow Of The Cat..... A2 U-I
Shadows..... Misc.
Shakedown, The..... B U-I
Shangri-La..... Misc.
Silent Call, The..... A1 Fox
Sin Of Rachel Cade, The..... A3 WB
Singer Not The Song, The..... WB
Six Black Horses..... U-I
Snake Woman..... A1 UA
Sniper's Ridge..... A2 Fox
Snow White And The 3 Stooges... A1 Fox
Solid Gold Cadillac, The—RE... A2 Col.
Some Like It Cool..... For.
Something Wild..... UA
Spessart Inn, The..... For.
Spiral Road, The..... U-I
Splendor In The Grass..... B WB
Spider's Web, The..... UA
Squad Car..... B Fox
State Fair..... Fox
Steel Claw, The..... A2 WB
Stop Me Before I Kill..... A3 Col.
Stopover Tokyo—RE..... A1 Fox
Summer And Smoke..... A3 Par.
Sundowners, The..... A2 WB
Sun Lovers Holiday..... Misc.
Swiss Family Robinson..... BV

• Susan Slade..... A3 WB
 • Sweet Bird Of Youth..... MGM
 • Swinging Along..... Fox
 • Swiss Family Robinson..... A1 Misc.
 • Sword Of Sherwood Forest..... A1 Col.
 • Swordsman Of Sienna..... MGM

T

Tammy Tells Me True..... A1 U-I
 • Tartars, The..... MGM
 • Teacher And The Miracle, The..... A1 For.
 • Teen-Age Millionaire, The..... A1 UA
 • Tender Is The Night..... Fox
 • Terror Of The Tongues..... B Col.
 • Tess Of The Storm Country..... A2 Fox
 • That Uncertain Feeling..... Col.
 • They Were Ten..... For.
 • Thief Of Baghdad, The..... A1 MGM
 • 13 West Street..... Col.
 • Three Blondes In His Life..... Misc.
 • Three On A Spree..... A3 UA
 • 3 Stooges Meet Hercules, The..... Col.
 • Three Worlds Of Gulliver..... A1 Col.
 • Thunder Of Drums, A..... A3 MGM
 • Time Bomb..... A2 AA
 • Tomboy And The Champ..... A1 U-I
 • To Hell And Back..... A2 U-I
 • Too Hot To Handle..... AA
 • Too Late Blues..... Par.
 • Tormented, The..... A2 AA
 • Touch Of Mink..... U-I
 • Town Without Pity..... A3 UA
 • Trapp Family, The..... A1 Fox
 • Trouble In The Sky..... A1 U-I
 • Trunk, The..... A2 Col.
 • Truth, The..... C For.
 • Tunes Of Glory..... A3 For.
 • Twenty Plus Two..... A2 AA
 • 20,000 Eyes..... B Fox
 • Twinkle And Shine (It Happened To Jane)—RE..... A1 Col.
 • Two Little Bears..... Fox
 • Two Loves..... B MGM
 • Two Rode Together..... A2 Col.
 • Two Way Stretch..... A2 For.
 • Two Weeks In Another Town..... MGM
 • Two Women..... A3 For.

U

• Ugly American, The..... U-I
 • Underwater City, The..... Col.
 • Underworld, U. S. A..... B Col.
 • Unfaithfuls, The..... A3 AA
 • Upstairs And Downstairs..... A3 Fox

V

• Valiant, The..... UA
 • Valley Of The Dragons..... A1 Col.
 • Very Private Affair, A..... MGM
 • Violent Summer, The..... For.
 • Virgin Spring, The..... A3 For.
 • Virgins Of Rome, The..... UA
 • Voyage To The Bottom Of The Sea..... A1 Fox

W

Wackiest Ship In The Army, The..... A1 Col.
 • War Hunt..... UA
 • War Lover, The..... Col.
 • Warrior Empress, The..... B Col.
 • Watch It, Sailor..... Col.
 • Watch Your Stern..... A1 For.
 • West Side Story..... A3 UA
 • Weekend With Lulu..... A2 Col.
 • When The Clock Strikes..... A1 UA
 • Where The Boys Are..... B MGM
 • White Christmas—RE..... A1 Par.
 • White Warrior, The..... A2 WB
 • Who's Got The Action..... Par.
 • Wild In The Country..... B Fox
 • Wings Of Chance..... A1 U-I
 • Wizard Of Baghdad, The..... A1 Fox
 • Woman Hunt..... Fox
 • Wonderful World Of The Brothers Grimm, The..... MGM
 • Wonders Of Aladdin, The..... MGM
 • World By Night..... B WB
 • World Of Suzie Wong, The..... B Par.

X

• X15, The..... UA

Y

You Have To Run Fast..... A1 UA
 • Young Doctors, The..... A2 UA
 • Young Love..... For.
 • Young One, The..... A3 Misc.
 • Young Savages, The..... A2 UA

CODE OF SILENCE—MD-75m.—Terry Becker, Elisa Loti—4775 (12-7-60)—Lower half meller—Sterling World Dist.
 COLD WIND IN AUGUST, A—D-80m.—Lola Albright, Scott Marlowe—4782 (1-11-61)—Sizzler for adults only—Aidart
 CROWNING EXPERIENCE, THE—D-102m.—(TC)—Muriel Smith, Louis Byles—4775 (12-7-60)—Has angles and appeal—Moral Re-Arament
 DEAD ONE, THE—MD-70m.—(Ultrascope; EC)—Linda Ormond, John Mackay—4795 (2-22-61)—Mild horror entry for duallers—Mardi Gras
 DEADLY COMPANIONS, THE—D-90m.—(Panavision; C)—Maureen O'Hara, Brian Keith, Steve Cochran—4831 (6-14-61)—Engrossing western hits the mark—Pathe-America
 ESCAPE FROM TERROR—MD-70m.—(EC)—Jackie Coogan, Mona Knox—4822 (5-17-61)—Strictly for the duallers—Made in Denmark—Budd Rogers
 GIRL IN ROOM 13—MD-79m.—(EC)—Brian Donlevy, Andrea Bayard—4803 (3-22-61)—Okay meller for duallers—Made in Brazil—Astor
 HIDEOUT SUN DEMON, THE—MD-74m.—Robert Clarke, Patricia Manning—4798 (3-8-61)—Science fiction horror for lower half—Pacific Int.
 LAST WOMAN ON EARTH, THE—MD-71m.—(VistaScope; EC)—Anthony Carbone, Betsy Jones-Moreland—4795 (2-22-61)—mediocre science fiction for duallers—Filmgroup
 LITTLE SHOP OF HORRORS, THE—MD-70m.—Jonathan Haze, Jackie Joseph—4795 (2-22-61)—Exploitable, but overdone horror satire—Filmgroup
 MA BARKER'S KILLER BROOD—MD-81m.—Lurene Tuttle—4772 (11-23-60)—Exploitable gangster meller—Film Service Dist.
 MONSTER OF PIEDRAS BLANCAS, THE—MD-72m.—John Harmon, Jeanne Carmen—4782 (1-11-61)—Horror programmer—Film Service Dist. Corp.
 MORALS SQUAD—MD-60m.—Bob O'Connell, Beverly Bennett—4775 (12-7-60)—Exploitable vice meller—Brenner
 NOT TONITE, HENRY—C-65m.—(C)—Hank Henry—Fast buck peep show—4871 (9-27-61)—Essanbe
 OKEFENOKEE—MD-76m.—Peter Coe, Peggy Maley—4782 (1-11-61)—Novel locale helps program meller—Film Service Dist. Corp.
 ONE PLUS ONE: EXPLORING THE KINSEY REPORTS—D-115m.—Leo G. Carroll, Hilda Brawner, William Hollister—48672 (9-13-61)—Drama has angles—Selected
 PRIMITIVE PARADISE—DOC-66m.—(C)—Produced and directed by Lewis Cotlow—4842 (7-26-61)—Colorful documentary—New Guinea for the program—Excelsior
 ROCKET ATTACK U. S. A.—MD-68m.—Monica Davis, John McKay—4795 (2-22-61)—Lower half filler—Exploit Films
 SAND CASTLE, THE—D-70m.—(Partly color)—Barry Cardwell, Laurie Cardwell—4867 (9-13-61)—Pleasant entry for program and art spots—deRochemont
 SHADOWS—D-87m.—Lelia Goldoni, Ben Carruthers—4806 (4-5-61)—Off-beat entry for art, specialty houses—Lion International
 SHANGRI-LA—NOV-62m.—(C)—Ordinary nudist stuff for exploitation spots—4847 (8-9-61)—Brenner
 SUN LOVERS HOLIDAY—65m.—(CS; EC)—Siomara and Mario Benvenuti—4776 (12-7-60)—Another nudist colony novelty—Made in Brazil—English commentary—Astor
 THREE BLONDES IN HIS LIFE—MD-84m.—Jack Mahoney, Greta Thyssen—4803 (3-22-61)—Strictly for the duallers—Cinema Associates
 YOUNG ONE, THE—D-96m.—Zachary Scott, Bernie Hamilton, Key Meersman—4792 (2-8-61)—Interesting drama on sex and the south for adult audiences—Valiant

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ENGLISH

ANGRY SILENCE, THE—D-95m.—Richard Attenborough, Pier Angeli—4782 (1-11-61)—Well-made import on union activity—Valiant
 ANATOMIST, THE—D-73m.—Alastair Sim, George Cole—4876 (10-11-61)—Fair entry for art spots—Richard Gordon Associates
 CALL ME GENIUS—C-105m.—(TC)—Tony Hancock, George Sanders—4878 (10-25-61)—Cute comedy—Continental
 DOUBLE BUNK—C-92m.—Ian Carmichael, Janette Scott—4851 (8-23-61)—Extremely funny situation comedy—Show Corp. of America
 FAST SET, THE—C-84m.—Agnes Laurent, Philippe Nicaud—4810 (4-19-61)—Strictly for the exploitation spots in censor-free areas—Dubbed in English—Audubon
 FOLLOW A STAR—C-98m.—Norman Wisdom, June Laverick—4822 (5-17-61)—Slapstick comedy has its moments—Zenith-Int.
 FRENCH MISTRESS, A—C-98m.—Cecil Parker, Agnes Laurent—4782 (1-11-61)—Amusing import—Films Around The World
 LEAGUE OF GENTLEMEN—D-114m.—Jack Hawkins, Nigel Patrick—4799 (3-8-61)—Highly entertaining entry—Kingsley Int.
 LEFT, RIGHT AND CENTER—C-95m.—Alastair Sim, Ian Carmichael, Patricia Bredin—4767 (11-9-60)—Good English satirical comedy for art, specialty spots—BCG
 LONG, AND THE SHORT, AND THE TALL, THE—D-102m.—Richard Todd, Laurence Harvey, Richard Harris—4851 (8-23-61)—Okay English-Jap war meller—Continental
 MAKE MINE MINK—C-99m.—Terry Thomas, Athene Seyler—4783 (1-11-61)—Mirth-making import—Continental
 MARK, THE—D-127m.—(CS)—Maria Schell, Stuart Whitman—4879 (10-25-61)—Fine, off-beat drama—Continental
 MAN IN THE MOON—C-98m.—Kenneth More, Shirley Ann Field—4839 (7-12-61)—Cute English comedy—Trans-Lux
 PURE HELL OF ST. TRINIANS, THE—C-94m.—Cecil Parker, Joyce Grenfell—4879 (10-25-61)—Frolic for fans of English farce—Continental
 RISK, THE—D-81m.—Tony Britton, Virginia Maskell—4879 (10-25-61)—Okay entry for art spots—Kingsley-Int.
 SATURDAY NIGHT AND SUNDAY MORNING—D-90m.—Albert Finney, Rachel Roberts—4807 (4-5-61)—Highly interesting import—Continental
 SOME LIKE IT HOT—NOV-60m.—(C)—Thalia Vickers—4880 (10-25-61)—Average nudist colony subject—Janus
 TUNES OF GLORY—106m.—(TC)—Alec Guinness, John Mills, Susannah York—4783 (1-11-61)—High rating drama for discriminating audiences—Lopert
 TWO WAY STRETCH—C-87m.—Peter Sellers, Irene Handl—4796 (2-22-61)—Cute, amusing comedy—Show Corporation of America
 WATCH YOUR STERN—C-88m.—Kenneth Connor, Joan Sims—4807 (4-5-61)—Cute comedy import—Magna Pictures

FILIPINO

CRY FREEDOM—MD-93m.—Pancho Magalona, Rosa Rosal—4815 (5-3-61)—Okay for program dualler, or specialized situations—Parallel

FINNISH

YOUNG LOVE—D-81m.—Peter Weckstrom, Tea Ista—4784 (1-11-61)—Interesting import for art spots—Dubbed in English—Film Representations

FRENCH

BELLES AND BALLET—Ballet-92m.—(EC)—Ballet De L'Etoile of Paris—4778 (12-21-60)—Ballet entry for art spots—Excelsior
 BREATHLESS—D-89m.—Jean Seberg, Jean-Paul Belmono—4795 (2-22-61)—"New Wave" import is for adults in art spots—English titles—Films Around The World
 CHEATERS, THE—D-117m.—Pascale Petit, Andrea Parisy, Jacques Charrier—4842 (7-26-61)—Interesting tale of French teenagers—English titles—Continental
 COME DANCE WITH ME—MD-91m.—(EC)—Brigitte Bardot, Henri Vidal—4772 (11-23-60)—Cute BB entry for adults, art and specialty spots—English Titles—Kingsley-Int.
 COW AND I, THE—C-98m.—Fernandel, Rene Havard—4839 (7-12-61)—Good humorous import—English titles—Zenith-Int.
 DEVIL'S COMMANDMENT, THE—MD-73m.—Gianna Maria Canale, Carlo D'Angelo—4778 (12-21-60)—Horror meller passes time—Dubbed in English—RCIP
 DOG, A MOUSE AND A SPUTNICK, A—C-85m.—Noel Noel, Denise Grey—4766 (11-9-60)—Fairly amusing comedy—Dubbed in English—Films Around The World
 FRANTIC—D-90m.—Jeanne Moreau, Maurice Ronet—4839 (7-12-61)—Interesting psychological import—English titles—Times
 GOOD GIRLS BEWARE—MD-76m.—Antonella Lualdi, Robert Hossein—4767 (11-9-60)—Sexy French gangster meller—Dubbed in English—Fanfare
 JOKER, THE—C-86m.—Anouk Aimee, Jean-Pierre Cassel—4847 (8-9-61)—Fairly amusing bedroom farce for art spots—English titles—Lopert
 LEDA—D-101m.—(EC)—Madeline Robinson, Antonella Lualdi, Jacques Dacqmine—4851 (8-23-61)—Fair import—English titles—Times
 LOVE AND THE FRENCHWOMAN—COMP.-139m.—Martine Lambert, Annie Sinigalia, Martine Carol—4803 (3-22-61)—Entertaining import for art spots—Titles and narration—Kingsley-Int.
 LOVE GAME, THE—D-88m.—Jean Pierre Cassel, Genevieve Cluny—4767 (11-9-60)—Okay entry for art spots—English titles—Films Around The World
 MODIGLIANI OF MONTPARNASSE—D-110m.—Gerard Philipe, Lilli Palmer—4806 (4-5-61)—Okay art house entry—English titles—Continental
 NIGHT AFFAIR—MD-92m.—Jean Gabin, Danielle Darrieux—4879 (10-25-61)—Okay mystery for art spots—English titles—President
 OSTRICH HAS TWO EGGS, THE—C-89m.—Pierre Fresnay, Simone Renant—4767 (11-9-60)—Cute comedy for adults at art specialty spots—English titles—Janus
 PICNIC ON THE GRASS—C-91m.—(EC)—Paul Meurise, Catherine Rouvel—4783 (1-11-61)—Amusing import for art spots—Titles—Kingsley-Union
 RUE DE PARIS—D-90m.—Jean Gabin, Marie-Jose Nat—4792 (2-8-61)—Good entry for art, specialty spots—English titles—Lopert
 TRUTH, THE—D-127m.—Brigitte Bardot, Marie-Jose Nat, Sami Frey—4842 (7-26-61)—Lengthy Bardot import—English titles or dialogue—Kingsley-Int.

GERMAN

CONFESS, DR. CORDA—D-101m.—Hardy Kruger, Elizabeth Mueller—4766 (11-9-60)—Well-made, suspenseful import—English titles—President
 HIPPODROME—MD-96m.—(C)—Gerhard Riedmann, Margit Nunke—4803 (3-22-61)—Good circus meller—Dubbed In English—Continental
 QUESTION 7—D-107m.—Michael Gwynn, Margarete Jahnen, Christian de Bresson—4876 (10-11-61)—Highly interesting entry—Spoken in English—de Rochemont
 ROSES FOR THE PROSECUTOR—CD-92m.—Walter Giller, Ingrid van Bergen—4879 (10-25-61)—Entertaining, satiric import—English titles—American Metropolitan Ent.

RUSSIAN-ENGLISH

FATE OF A MAN—D-101m.—Sergei Bondarchuk—4851 (8-23-61)—Well-made war film for art houses—Russian-made; English titles; Lopert
IT HAPPENED IN BROAD DAYLIGHT—D-97m.—Henix Ruhmann, Gert Frobe—4767 (11-9-60)—Absorbing crime yarn—Dubbed in English—Continental
SPESSART INN, THE—C-99m.—(C)—Liselotte Pulver, Carlos Thompson—4807 (4-5-61)—Entertaining import—Titles—Casino
MAGDALENA—MD-82m.—Sabina Sesselman—4776 (12-7-60)—Fair, sex-ridden case history of a girl gone wrong—Dubbed in English—Buhawk

IRELAND

HOME IS THE HERO—D-83m.—Arthur Kennedy, Eileen Crowe—4799 (3-8-61)—Interesting Irish drama—Show Corporation

ISRAELI

THEY WERE TEN—D-105m.—Ninette, Oded Teoml—4810 (4-19-61)—Interesting Israeli import—English titles—Schwartz-Sachson

ITALIAN

ADVENTURE, THE—D-145m.—Monica Vitti, Gabriele Ferzetti—4806 (4-5-61)—Interesting import for art spots—English titles—Janus
ANNA'S SIN—D-86m.—Ann Vita, Ben E. Johnson—4806 (4-5-61)—Fair tale of miscegenation and mystery—Dubbed in English—Atlantis
BIG DEAL ON MADONNA STREET, THE—C-91m.—Vittorio Gassman, Rossana Rory, Toto—4778 (12-21-60)—Highly entertaining comedy import—English titles—UMPO
GENERAL DELLA ROVERE—D-139m.—Vittorio de Sica, Hannas Messemer—4783 (1-11-61)—Well-made import of war-time intrigue—Titles—Continental
FROM A ROMAN BALCONY—D-84m.—Jean Sorel, Valerie Cangottini—4878 (10-25-61)—Sexy entry for art spots—English titles—Continental
GIRL WITH A SUITCASE—D-101m.—Claudia Cardinale, Corrado Pani—4871 (9-27-61)—Good import—English titles—Ellis
LA DOLCE VITA—D-175m.—Marcello Mastroianni, Anouk Aimee, Anita Ekberg—4815 (5-3-61)—Unpleasant but fascinating film depicting dissolute life of modern Roman upper crust—English titles—Astor
MAN WHO WAGGED HIS TAIL, THE—C-91m.—Peter Ustinov, Pablito Calvo—4871 (9-27-61)—Cute entry for art spots—English titles—Continental
MIGHTY CRUSADERS, THE—SPEC-87m.—(SC; C)—Francisco Rabal, Sylva Koscina—4799 (3-8-61)—Yet another Italian-made spectacle—Dubbed in English—Falcon
NEAPOLITAN CAROUSEL—MU-116m.—(PatheColor)—Paolo Stoppa, Clelia Matania—4842 (7-26-61)—Colorful, entertaining musical for art, specialty spots—English titles—Lux
ROCCO AND HIS BROTHERS—D-175m.—Alain Delon, Katina Paxinou, Claudia Cardinale—4839 (7-12-61)—Adult art house audiences will best appreciate fine import—English titles—Astor
TEACHER AND THE MIRACLE, THE—88m.—Aldo Fabrizi, Eduardo Nevoia—4807 (4-5-61)—Heart-touching import—Dubbed in English—President
TWO WOMEN—D-105m.—Sophia Loren, Jean Paul Belmondo—4822 (5-17-61)—Interesting import for art, specialty spots—English titles—Embassy
VIOLENT SUMMER—D-97m.—Eleanora Rossi-Drago, Jean Louis Trintignant—4822 (5-17-61)—Interesting import—English titles—Films Around The World

MEXICAN

LITTLE ANGEL—D-90m.—(EC)—Maria Gracia—4783 (1-11-61)—Good entry for children, family and program—Dubbed in English—K. Gordon Murray

SWEDISH

DEVIL'S EYE, THE—FAN-90m.—Jarl Kulle, Bibi Andersson—4878 (10-25-61)—Import should satisfy Ingmar Bergman fans—English titles—Janus
SECRETS OF WOMEN—CD-114m.—Anita Bjork, Maj-Britt Nilsson, Eva Dahlbeck—4847 (8-9-61)—Entertaining and sexy Ingmar Bergman import—English titles—Janus
VIRGIN SPRING, THE—D-88m.—Max von Sydow, Brigitta Valberg—4776 (12-7-60)—Well-made, interesting but unpleasant import—English titles—Janus

U.S.S.R.

BALLAD OF A SOLDIER—MD-92m.—Vladimer Ivashev, Zhanna Prokhorenko—4795 (2-22-61)—Excellent in any language—English titles—Union

YUGOSLAVIAN

NINTH CIRCLE, THE—D-90m.—Dusica Zegarac—4867 (9-13-61)—Well made drama for art house trade—English titles—Inter-progress Trading Co.

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**FEATURE FILMS
PRODUCTION NUMBERS and
NATIONAL RELEASE DATES
1960-'61 and 1961-'62
SEASONS**

(This is a listing of all production numbers and release dates, as made available by the companies on 1960-61 and 1961-62, product, accurate to time of publication—Ed.)

Allied Artists

6101	Look In Any Window	Jan.
6102	Dondi	Mar.
6103	Operation Eichmann	Mar.
6104	Time Bomb	April
6105	Angel Baby	May
6106	David And Goliath	June
6107	King Of The Roaring 20's	June
6108	Brainwashed	July
6109	Armored Command	July
6110	Twenty Plus Two	Aug.
	Too Hot To Handle	Oct.
	George Raft Story	Dec.
6016	Herod The Great	Dec.

American-International

601	The Hand	Mar.
602	Black Sunday	Feb.
603	Konga	Mar.
604	House Of Fright	May
605	Operation Camel	May
606	Beware Of Children	April
607	Master Of The World	June
608	Alakazam The Great	July
609	Pit And The Pendulum	Aug.
610	Guns Of The Black Witch	Nov.
611	Lost Battalion	Nov.
	Journey To The Seventh Planet	Dec.

Columbia

517	The 3 Worlds Of Gulliver	Dec.
518	Please Turn Over	Dec.
519	Jazz Boat	Dec.
520	Pepe	Mar.
521	The Wackiest Ship In The Army	Jan.
522	Sword Of Sherwood Forest	Jan.
523	Hand In Hand	Feb.
524	The Warrior Empress	May
525	Underworld U. S. A.	Mar.
527	Passport To China	Feb.
528	Carthage In Flames	Mar.
529	Cry For Happiness	Mar.
530	The Terror Of The Tonga	Mar.
531	Born Yesterday—RE	Mar.
532	The Solid Gold Cadillac—RE	Mar.
533	A Raisin In The Sun	April
534	Mad Dog Coll	May
535	Stop Me Before I Kill	May
536	Picnic—RE	April
537	Twinkle And Shine—RE	Mar.
538	Mein Kampf	May
539	Five Golden Hours	June
540	Homicidal	June
541	Most Dangerous Man Alive, The	June
601	Gidget Goes Hawaiian	June
602	Two Rode Together	July
	Mysterious Island	Dec.
603	The Guns Of Navarone	July
606	The Trunk	Sept.
607	Devil At Four O'Clock	Oct.
608	Loss Of Innocence, The	Oct.
609	Weekend With Lulu	Oct.
	Queen Of The Pirates	Oct.
610	Everything's Ducky	Nov.
611	Mr. Sardonicus	Nov.
612	Valley Of The Dragons	Nov.
	Sail A Crooked Ship	Nov.
	Hellions	Nov.
	Belle Sommers	Dec.
	Mysterious Island	Dec.
615	Scream Of Fear	Sept.

MGM

105	Gorgo	Jan.
107	Magic Boy	Dec.
108	Cimarron	Dec.
109	The Village Of The Damned	Jan.
110	Where The Boys Are	Dec.
111	Go Naked In The World	Feb.
113	Atlantis, The Lost Continent	May
114	Gone With The Wind—RE	Mar.
115	The Secret Partner	Mar.
116	The Green Helmet	April
117	Two Loves	May
119	Ring Of Fire	June
120	Morgan The Pirate	July
121	The Secret Of Monte Cristo	June
122	Honeymoon Machine	July
123	The Thief Of Baghdad	Aug.
124	Ada	Aug.
201	Thunder Of Drums	Sept.
202	Bridge To The Sun	Aug.
203	Invasion Quartette	Oct.
	King Of Kings (Road Show)	Oct.
204	Colossus Of Rhodes	Nov.
205	Bachelor In Paradise	Dec.
	The Wonders Of Alladin	Dec.
	The Four Horsemen Of The Apocalypse	Jan.
	The Light On The Piazza	Feb.

PARAMOUNT

6004	The Savage Innocents	Feb.
6007	Cinder Fella	Dec.
6008	The World Of Suzie Wong	Feb.
6009	Blueprint For Robbery	Jan.
6010	All In A Night's Work	April
R6011	Elephant Walk—RE	Jan.
R6012	The Naked Jungle—RE	Jan.
6013	Foxhole In Cairo	April
6014	One-Eyed Jacks	May
6015	Ladies' Man	June
6016	On The Double	July
6017	Pleasure Of His Company	Aug.
6018	Love In A Goldfish Bowl	Aug.
6101	Blood And Roses	Sept.
6102	Man Trap	Sept.
6103	Breakfast At Tiffany's	Oct.
R6104	White Christmas	Oct.
6105	Blue Hawaii	Nov.
6106	The Errand Boy	Dec.
6107	Summer And Smoke	Dec.

20th-Fox

037	Legions Of The Nile	Dec.
050	Tess Of The Storm Country	Feb.
054	The Wizard Of Baghdad	Dec.
056	Flaming Star	Jan.
101	Marriage-Go-Round	Jan.
102	The Little Shepherd Of Kingdom Come	Jan.
104	The Millionaire	Mar.
105	The Canadians	Feb.
106R	House Of Bamboo—RE	Mar.
107R	Stopover Tokyo—RE	Mar.
108R	The Enemy Below—RE	Mar.
109R	Between Heaven And Hell—RE	Mar.
110	Ferry To Hong Kong	Mar.
111	Circle Of Deception	Mar.
112	All Hands On Deck	Mar.
113	The Long Rope	Feb.
114	Days Of Thrills And Laughter	Mar.
115	Sanctuary	Mar.
116	Sniper's Ridge	Feb.
117	The Trapp Family	Mar.
119	The Silent Call	May
120	The Fiercest Heart	April
122R	The Frogman—RE	May
123	The Big Show	May
124	20,000 Eyes	May
125	Upstairs And Downstairs	Sept.
126	Return Peyton Place	May
127	The Right Approach	May
128	Battle At Bloody Beach	June
129	Wild In The Country	June
130	Snow White And The 3 Stooges	July
131	Misty	July
132	Francis Of Assisi	Sept.
133	Voyage To The Bottom Of The Sea	June
134	The Big Gamble	Oct.
135	Pirates Of Tortuga	Oct.
136	The Hustler	Oct.
137	Marines, Let's Go	Aug.
139	September Storm	Sept.
140	Seven Women From Hell	Oct.
	Swinging Along	Nov.
141	The Comancheros	Nov.
142	Purple Hills	Nov.
143	Two Little Bears	Nov.
144	Second Time Around	Dec.
	Bachelor Flat	Jan.
	Madison Avenue	Jan.

United Artists

6018	Cage Of Evil	July
6019	By Love Possessed	July
6029	Police Dog Story	Dec.
6101	Exodus	Dec.
6102	Five Guns To Tombstone	Jan.
6104	The Facts Of Life	Jan.
6105	The Misfits	Feb.
6106	Operation Bottleneck	Feb.
6107	Hoodlum Priest	Mar.
6108	A Matter Of Morals	Mar.
6108	Frontier Uprising	Mar.
6109	The Gambler Wore A Gun	Mar.
6111	Dr. Blood's Coffin	May
6112	Snake Woman	May
6113	Gun Fight	May
6114	The Young Savages	May
6115	The Minotaur	April
6116	When The Clock Strikes	June
6117	Revolt Of The Slaves	May
6118	Last Time I Saw Archie	June
6120	Naked Edge	July
6121	The Cat Burglar	July
6122	You Have To Run Fast	Aug.
6125	Goodbye Again	Aug.
6126	Teen-Age Millionaire	Oct.
6127	Boy Who Caught A Crook	Aug.
6128	The Young Doctors	Sept.
6131	Paris Blues	Oct.
6130	Secret Of Deep Harbor	Oct.
6132	The Great War	Oct.
6133	Season Of Passion	Oct.
6134	Explosive Generation	Oct.
6135	Town Without Pity	Oct.
	Dead To The World	Nov.
	X-15	Nov.
	West Side Story (Road Show)	Oct.
	One, Two, Three	Dec.

Universal

6102	Private Lives Of Adam And Eve	Jan.
6103	The Grass Is Greener	Jan.
6104	The Great Imposter	Feb.
6105	The Shakedown	Feb.
6106	Romanoff And Juliet	Mar.
6107R	To Hell And Back—RE	Mar.
6108R	The Lawless Breed—RE	Mar.
6109	The Secret Ways	April
6110	Tomboy And The Champ	April
6111	Wings Of Chance	April
6113	Pharaoh's Woman	May
6114	Ole Rex	May
	Posse From Hell	May
6115	Curse Of The Werewolf	June
6116	Shadow Of The Cat	June
6117	The Last Sunset	July
6118	Trouble In The Sky	July
6119	Tammy Tell Me True	July
6120	Blast Of Silence	Aug.
1612	Come September	Sept.
	The Sergeant Was A Lady	Nov.
	Back Street	Nov.
	Flower Drum Song	Dec.

Warners

003	The Sins Of Rachel Cade	April
006R	Miracle Of Our Lady Of Fatima, The—RE	April
007	The Sundowners	Dec.
008	Fever In The Blood	Jan.
009	Gold Of The Seven Saints	Feb.
010	The White Warrior	Mar.
011	Portrait Of A Mobster	April
012	Steel Claw, The	May
013	Fabulous World Of Jules Verne	June
014	Bimbo The Great	June
015	Parrish	July
016	Fanny	July
151	World By Night	Sept.
154	Splendor In The Grass	Oct.
155	Claudelle Inglish	Sept.
156	The Mask	Nov.
157	Susan Slade	Nov.
	Roman Spring Of Mrs. Stone	Jan.
158	Lad: A Dog	Dec.

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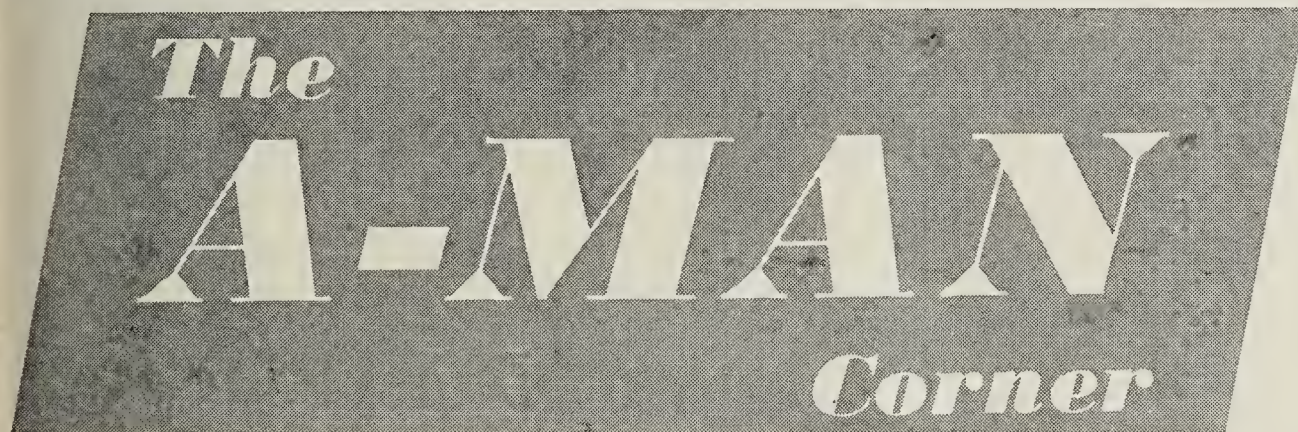
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NOVEMBER 8, 1961

Volume 66

Number 22

IN THREE SECTIONS • THIS IS SECTION ONE



**Theatre Business
Healthy—Goldberg**

(See Page 7)

**Drive Marks U-I
Golden Anniversary**

(See Page 10)

Walt Disney, marking his most successful film season, stands as a shining example of the success that can be achieved with family films at a time when public and legislative cries for censorship grow even louder.

The "Make Believe" Roadshow Policy . . . see page 3

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Volume 66 • No. 22

NOVEMBER 8, 1961



THE "MAKE BELIEVE" ROADSHOW POLICY

LET'S MAKE BELIEVE for a while that you are not in the motion picture industry. You're just an average American who occasionally takes his wife out to a movie as part of the entertainment budget.

You want to see one of the really big ones at a first-run theatre. It is playing a roadshow policy, so you buy your tickets in advance, hire the baby sitter, and take in the show. The tickets cost you \$2.00 or \$2.50 each, maybe as high as \$3.50, but the show is good and you don't feel cheated.

Well, now it is just a few weeks later, and you pick up the daily paper. There, big and bold, is an advertisement for that same roadshow attraction you saw for \$2.50 per person. The only difference is that now the ad screams, "At Regular Prices." The price is now \$1.00 or \$1.25.

So how do you feel? Mad as Hell, no doubt, and with justification.

We wish this story were fiction, but it isn't. It couldn't be more factual. The motion picture industry, through gross mismanagement of roadshow attractions, is in real danger of killing the goose. When that happens, the market for golden eggs will be just as dead.

Certainly, this is no way to create customer good will. Also, by no stretch of the imagination can it be considered good business. This is a strange business. Should a department store conduct a huge ad campaign for a product, sell it at a top dollar, and then bring it back immediately at bargain basement prices, the public reaction would be disastrous. The motion picture industry seems to be walking

the same dangerous path.

Under the guise of "popular prices," these so-called road shows are brought back all too soon for area showings. In some cases, exhibitors, eager to grab an extra buck, have been known to add another picture.

If this is being done to get the money in faster or because of the product shortage, we consider it a shortsighted and unrealistic policy. Road attractions are not new. This industry has known them before. We are proud of our progress, both technical and artistic, but in this area it would appear that we handled films better long ago. With the original road attractions, the picture was rested for at least a year after first-run openings at top prices.

No one was forced to see the film in its early long-run engagements, but just as the exhibitor involved was protected, so was the customer. He could wait, but he knew it would be a long wait, before the film returned "At Popular Prices."

To handle the roadshows as some are being handled now can only hurt all future films shown on a hard ticket policy.

John Q. Public is neither a fool nor a sucker. If he gets the idea that we are playing him for one or both, he'll hit back with the most potent weapon in his arsenal, lack of support. And we will reap the whirlwind in the form of empty seats.

It's time for a sober reevaluation of roadshow policies to protect distributor, exhibitor, and customer alike from being hurt.

ORDERLY RELEASE? DON'T MAKE US LAUGH!

ORDERLY RELEASE is like the weather. Everybody talks about it, but no one does anything about it. Trade paper headlines and half-promises create the illusion that orderly release is a reality, but cold, hard facts make it clear that this happy state is as far away as ever.

It is a pretty silly situation. The record shows that the product situation flips over in holiday periods from famine to a glut on the market. It happens so suddenly that the troubled exhibitor, trying desperately to book his theatre intelligently, can't help but reel with confusion.

Let us take a look at the top pictures available for Christmas and New Year's release. It's enough to stagger the imagination.

Here's the list:

- "EL CID" (Allied Artists)—available to very few theatres
- "BABES IN TOYLAND" (Buena Vista)
- "ADVISE AND CONSENT" (Columbia)
- "THE FOUR HORSEMEN OF THE APOCALYPSE" (MGM)
- "THE ERRAND BOY" (Paramount)
- "THE SECOND TIME AROUND" (20th-Fox)
- "POCKETFUL OF MIRACLES" (United Artists)
- "THE X-15" (United Artists)
- "ONE, TWO, THREE" (United Artists)

"JUDGMENT AT NUREMBURG" (United Artists)

"FLOWER DRUM SONG" (Universal)

"LIGHT IN THE PIAZZA" (MGM)

"THE ROMAN SPRING OF MRS. STONE" (Warners)

There may be more as well, but this gives a good idea of the predicament faced by theatremen everywhere. It is utterly impossible for any area to absorb all this undoubtedly top quality product at one time.

Buena Vista got a jump in many situations by booking Christmas dates as early as four months in advance.

To make the problem even more knotty, there is another unreasonable aspect to the situation—many of these pictures will have no press books or advertising paraphernalia available for early dates.

It is certainly true that romance is now in the air as distributors strive mightily to set holiday bookings for their company's blockbusters. But the poor exhibitor has only one screen in his theatre, and when a date is locked, that's it.

So what has happened to orderly release. It can probably be found on the same junk pile that holds an effective "arbitration" system and exhibitor-distributor "conciliation." They died on the vine, too.

In our opinion, bad planning leading to nothing but animosity.

LAUGHS? WE GUARANTEE YOUR AUDIENCES WILL

**ROBERT
WAGNER**

**DOLORES
HART**

**CAROLYN
JONES**

**FRANKIE
AVALON**

CO-STARRING

**ERNIE
KOVACS**

as
the Captain

Also starring

FRANK GORSHIN

with
JESSE WHITE • HARVEY LEMBECK

Screenplay by RUTH BROOKS FLIPPEN and BRUCE GELLER

Based on the novel by NATHANIEL BENCHLEY

Produced by PHILIP BARRY, JR.

Directed by IRVING BRECHER

A PHILIP BARRY PRODUCTION

PRE-RELEASE DATES
FOR CHRISTMAS
MASS BOOKINGS FOR
NEW YEAR'S EVE!



For A Happy, Hilarious New

ST THEIR BULKHEADS ROARING AT THIS ONE!!!

SAIL a CROOKED SHIP



IT'S A HOWL OF A HURRICANE
WHEN THESE MONEY-MAD, FUNNY-MAD
LANDLUBBERS SAIL DOWN THE
RIVER AND UP THE CREEK!

ear...Set "SAIL" with COLUMBIA!

NEWS CAPSULES



FILM FAMILY ALBUM

Arrivals

Rube Jackter, Columbia Pictures' vice-president and general sales manager, became a grand-father for the fourth time with the birth of a grand-daughter, **Stephanie**, to Mr. and Mrs. Robert Wilner.

Cecil Felt, Philadelphia, became a grand-father for the fourth and fifth times recently. Mrs. Joy Segall gave birth to an eight pound boy and Mrs. Harvey Felt gave birth to a nine pound girl.

Gold Bands

Linda Margolies, daughter of Mrs. Edith Margolies, Philadelphia, was married Nov. 5 to Sheldon Lapidus at the Warwick Hotel. The bridegroom is the son of Jules Lapidus, eastern division sales manager for Warners, and Mrs. Lapidus, of Mt. Vernon, N.Y.

Obituaries

Ernest H. Forbes, who sold exhibitors equipment in Detroit for over 40 years, died three weeks after retiring, disposing of his Detroit residence and acquiring a home in Hollywood, Fla. He is survived by his wife, two sons, two brothers, three grandchildren.

Joseph Mackey, 47, a publicist for Warner Brothers, died at his home in the Bronx, N. Y. He was also an author of many short stories. He is survived by his widow.

Walter D. Shafer, 76, noted as a philanthropist and operator of two theatres and two drive-ins in Detroit, died. He is survived by his wife, two sons, a daughter, a brother, and six grandchildren.

NT Names Top Showmen

BEVERLY HILL, CALIF.—Four National Theatres theatre managers have been tabbed as "Showmen of the Year" by the circuit for the 1960-61 fiscal year, it was announced by Robert W. Selig, vice-president of theatre operations.

The showmen are Ray Pankow, Fox, San Bernardino, Calif.; Bob Apple, Fox, San Francisco; John Tella, Montana, Butte, Mont.; and J. O. Martin, Fox, Salinas, Kans.

Decca Net Dips

NEW YORK—Consolidated net earnings of Decca Records, Inc., including Universal Pictures for nine months ended Sept. 30, amounted to \$1,875,007, equal to \$1.46 per share, compared to \$4,159,772, equal to \$3.24 per share, in the previous year.

Glen Alden In Black

NEW YORK—Glen Alden Corporation reported a consolidated net profit of \$1,417,000, equal to approximately 25 cents per common share on sales and revenues of \$62,385,000 for the first nine months of 1961.

This compares with a consolidated net loss of \$1,540,000 on sales and revenues of \$64,126,000 for the comparable period in 1960.

The 1961 figures include a profit from special items of \$17,000, and the 1960 figures include a loss from special items of \$1,449,000.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., NOV. 6

COMPO Concentrates On Local Censorship

NEW YORK—The annual meeting of the Council of Motion Picture Organizations took place last week at the Astor Hotel. Charles E. McCarthy, executive secretary of the organization, reported on COMPO activities.

Regarding censorship, McCarthy said that in spite of relatively good luck on this matter during the year, censorship continues to be a threat—especially on the local level. He reminded members of COMPO's successful campaign to defeat a classification bill in New York State, and of the contribution made to the fight against censorship in Pennsylvania. He added that the attempt of several city councils to pass censorship ordinances was one of the gravest developments in the censor problem. McCarthy asked exhibitors to contact COMPO and the Motion Picture Association of America when local censorship activity was evident.

McCarthy also reported that the COMPO merchandising plan has been extended to the Cincinnati exchange area.

Other COMPO activities recalled by McCarthy were the dinner given in honor of Eric Johnston, president of the Motion Picture Association of America, on the occasion of his 15th anniversary of industry service; the theatre publicity network attempting to offset television advertising of fall's tv attractions; successful lobbying for a new minimum wage law which continues the exemption of motion picture theatres; and active participation in campaigns against local taxes.



U-I's president Milton Rackmil and vice-president and general sales manager Henry H. "Hi" Martin finally made the marquee. They are seen in Dallas at the Tower for the special exhibitor screening of "Flower Drum Song" and "Lover Come Back." From left to right are Martin; Raymond Willie, vice-president and general manager, Interstate Circuit; Rackmil; John Rowley, president, Rowley United Circuit; and Kermit Karr, president, Paramount Gulf Theatres.



BROADWAY GROSSES

Big Bow For "Comancheros"

NEW YORK—Business was good in Broadway first-runs, led by strong holdovers and a good opening for 20th-Fox's "The Comancheros."

"THE COMANCHEROS" (20th-Fox). Paramount claimed a fine opening week of \$44,000.

"BREAKFAST AT TIFFANY'S" (Paramount). Radio City Music Hall, with stage show, reported \$86,000 for Thursday through Sunday with the fifth and last week headed for \$130,000.

"BACK STREET" (U-I). Capitol garnered \$22,000 for the fourth week.

"KING OF KINGS" (MGM). Loew's State still full with \$41,000 for the fourth week.

"THE MASK" (WB). Warner reported \$12,000 for the second week.

"SPLENDOR IN THE GRASS" (WB). Victoria claimed the fourth week would hit \$28,000.

"TOWN WITHOUT PITY" (UA). Astor announced the fourth and last week would reach \$13,000.

"BRIDGE TO THE SUN" (MGM). Forum reported the last six days of the third week as \$7,500.

"DEVIL AT FOUR O'CLOCK" (Columbia). Criterion still strong with \$31,500 in the third week.

"WEST SIDE STORY" (UA). Rivoli happy with \$48,000 for the third week.

Pathe Sales Execs Meet

NEW YORK—Pathe-America Distributing Company held a divisional sales meeting here last week at which time merchandising plans for the company's releases for the next six months were formulated.

Calif. Council Honors MGM

LOS ANGELES — Metro-Goldwyn-Mayer was the recipient of a double award at the monthly luncheon meeting of the Southern California Motion Picture Council. Two recent Metro-Goldwyn-Mayer releases, "King of Kings" and "Bridge to the Sun," were selected for honor scrolls. James Shigeta, who stars in "Bridge to the Sun" with Carroll Baker, accepted for the studio.

Betting On Laughter

Mort Magil, Buena Vista division manager headquartered in Philadelphia, upon returning home from a recent company west coast convention, promptly called MOTION PICTURE EXHIBITOR. He offered to bet a dinner (mind you, not a lunch at the Harvard Club) that Walt Disney's upcoming "MOON PILOT" will prove to be funnier than "PARENT TRAP" and "ABSENT MINDED PROFESSOR." The laughter should be tremendous, he says.

EDITOR'S NOTE: This is one bet we really wouldn't mind losing, but to make it stick, we have made it a matter of record. May the laughs come thick and fast.

Theatre Business Healthy-Goldberg

SW Exec Cites Product As Biggest Exhib Need; Asks Solid Support Of ACE Production Effort

NEW HAVEN—Harry Goldberg, advertising and publicity director, Stanley Warner Corporation, at a meeting here of the Motion Picture Theatre Owners of Connecticut, claimed that "the theatre business is not sick."

He argued that the theatre business is "basically healthy. I see it as a strong man who has been weakened by short rations. Give him nourishment and an adequate diet of film and he's back in business breathing the exhilarating air of public favor."

He told the Connecticut exhibitors that business is not ailing despite "two smashing blows" delivered by the distributors. The first being when "the studios started to short-change the theatres by reducing feature production; and the second when the film companies sold "their retired film from the vaults to TV."

Goldberg decried the fact that "just when TV was suffering from program malnutrition," the distributors "opened their vaults to save TV."

According to Goldberg, the one thing that can truly wipe out the theatre business "is our own indifference, our neglect of uniting together for constructive teamwork and our belief that the other fellow will do the job."

In connection with ACE Films, Goldberg said, "The basic policy of ACE Films is that exhibition should produce, or cause to be produced, a sufficient number of features to make a substantial contribution to annual production."

"The appearance of such an additional program on the market would enable us, as exhibitors, through the operation of supply and demand, to side-track or eliminate many harrassing problems of our business. . . . If there are more pictures released you won't be forced into excessive costly playing time to lose in the second or third week the profit the feature made in the first week. If there is more competition for your playing time, you will be able to make more reasonable deals. Think through every problem and see how much better off you are if there is a plus in feature production . . .

"There is one supremely important remedy against feature shortage—and that is more features."

"In organizing a new company, the Securities Exchange Commission permits you to solicit a limited number of investors before you receive legal clearance to invite everybody in. These investors are required to be men who understand the business and who are seasoned and experienced. Since the number of people solicited is few, you start out by selecting those who can afford to make a substantial investment. ACE is still working on this list. With this list prepared, you file the necessary papers with the S.E.C., asking for a green light to open the stockholders list to anyone who wishes to associate himself with the company. As soon as registration is approved you will be asked to become a stockholder in your own company—exhibitor financed and exhibitor managed. . . . You should join in making motion picture production history as a pioneer investor in ACE Films."

TOA's Philip A. Harling reminded the meeting that the industry's campaign against

MCAA Welcomes Fox In Unanimous Vote

NEW YORK—Eric Johnston, president, Motion Picture Association of America, announced that the executive committee of the board of directors of the MCAA has voted unanimously to accept the re-entry of 20th-Fox to the Motion Picture Association.

This action was anticipated on Oct. 16 when Johnston announced that 20th-Fox was rejoining the Motion Picture Association of America effective Nov. 1. Following the action of the executive committee, Johnston stated:

"I speak for all our members in saying we look forward most happily to Fox's return to the Association table."

Because 20th-Fox International Corp. never formally took steps to withdraw from the Motion Picture Export Association of America, no action is necessary in this area.

20th-Fox foreign representatives will be resuming their former places on film boards and participating as formerly in all MPEA activities abroad.

Skouras House Reopens

NEW YORK—Salah M. Hassanein, president of Skouras Theatres Corporation, presided at the reopening of the New Forest Hills. Borough President, The Honorable John T. Clancy, observed the opening of the theatre by cutting the tape to admit the first patrons to the New Forest Hills.

The old Forest Hills was closed several weeks ago and the entire inside of the building was completely renovated and decorated. The New Forest Hills will now be equipped with the very latest technique for projecting motion pictures as well as new hi-fi stereophonic sound. In addition, new luxurious seats have been installed with ample leg room between the rows of seats, thereby affording perfect vision to every patron in the theatre.

The opening attraction at the New Forest Hills is "Ben-Hur."

pay-tv—whether by air or cable—is being conducted for two causes: The right of the public to view programs in their homes free of any charge, and the preservation of the motion picture industry.

In open comments addressed to Tom O'Neil, president of RKO General, parent company of Phonevision, planning a \$10 million pay-tv project for WHCT-TV (Channel 18), Hartford, Harling said:

"Tom, give up the hazardous attempts to try and please a relatively few people. Toll tv can never appeal to the masses. You have the know-how and the resources to produce motion pictures for theatres."

Allen M. Widem, Hartford Times theatre editor, told the gathered exhibitors: "There is no longer a steady motion picture audience because there is no longer a 'movie habit' carefully cultivated by regularly-released attractions of distinctive family appeal."

"We're overlooking the mass market by catering to the selective few and in the wearisome process we've let too much box-office gold go down the drain. What is needed—and immediately—is a return to mass production."

Record AB-PT Profit Reported By Goldenson

NEW YORK—Nine months operating profits of American Broadcasting-Paramount Theatres, Inc., were at a record level for that period, Leonard H. Goldenson, president, reported.

For the first nine months of 1961, estimated net operating profits were \$7,580,000 or \$1.78 a share, compared with \$7,522,000 or \$1.76 a share for the like period of 1960. Net profits, including capital gains, rose to \$13,758,000 or \$3.24 a share from \$8,873,000 or \$2.08 a share last year.

For the third quarter, estimated net operating profits were \$1,886,000 or 44 cents a share compared with \$1,869,000 or 43 cents a share last year. Net profits, including capital gains, were \$1,915,000 or 45 cents a share compared with \$1,892,000 or 44 cents a share in 1960.

Goldenson reported that for the first nine months the company's theatre business ran ahead of the like 1960 period. Third quarter theatre results were not up to those of the comparable quarter of 1960, reflecting the fewer number of quality pictures available during the past three months.

Third quarter results for the ABC broadcasting division were ahead of the like 1960 quarter, despite costs incurred in setting up a new national TV station sales subsidiary to service the company's five owned television stations. Benefits to be derived from this new operation will begin to be realized starting next year.

Goldenson also noted that the company broadened its participation in the foreign television field by acquiring minority interests in two leading Japanese television stations (one in Tokyo, the other in Osaka) and in a television station in Manila, the Philippines.

Smerling Leaves NT&T

HOLLYWOOD—Sheldon Smerling has resigned as a director of National Theatres and Television and has sold his more than 150,000 shares of NT&T stock. This marked the end of his effort to take over control of the company. Several weeks ago his job as executive vice-president was abolished, and Robert Selig was named vice-president in charge of theatre operations.

No one was named to fill Smerling's seat on the board, so there are now only 11 members.

Smerling said that he did not sell the shares to the company, but refused further comment except to say that he would remain out here and would shortly announce the formation of a new enterprise in the theatrical motion picture field. With his father, brother, and uncle, Smerling owns Eastern Management Corporation, which operates 15 theatres in several eastern states.

Memphis Variety Names Crew

MEMPHIS—Richard Lightman, head of the Memphis Malco chain, has been elected chief barker of the Memphis Variety Club. Other officers are Bailey Prichard, first assistant chief barker; Fordyce Kaiser, second assistant; Bob Carpenter, property master; and George Overton, dough guy.

Iowa Self Regulation Plan Sought As Council Delays Censorship Bill

DES MOINES, IA.—The Des Moines City Council has agreed to delay action on setting up a four-member board to regulate movies until a self regulation plan can be drafted by movie exhibitors and distributors.

Des Moines attorney Sherwin J. Markman, representing the film industry, asked for the delay, and the Council instructed him to have an industry plan by the Nov. 13 council meeting.

Markman said the film industry has a "deep concern with the possibility of censorship" and added that Des Moines has never had anything like censorship and it should not start now.

"Nobody is in favor of obscenity" he said. "If a film like this should be shown, prosecution should be instituted."

Markman said the proposed city ordinance would actually be censorship without the protection of the courts and that "it should be attempted only in the event that all else fails."

Councilman William Leachman told Markman, "The people are up in arms for something to be done."

Mayor R. O. Carlson told Markman, "We're not just concerned with the movies themselves, but also with the advertising."

The City Council is proposing an ordinance of setting up a four member board to investigate complaints and recommend to the city council revocation of movie licenses. The action would include only those movie houses within the city limits and would not include the drive-in theatres located outside the city limits.

The Polk County Board of Supervisors, however, have indicated they would cooperate with the city officials.

The action by the City Council has prompted Iowa Attorney General Evan Hultman and Governor Norman Erbe to make statements in connection with the situation.

The Attorney General announced any future action depends upon a decision from the U.S. Circuit Court of Appeals involving unclear magazines. He said that if a favorable decision is obtained on magazines, it would also apply to movies and would give the authorities the right to pre-censor both magazines and movies.

Iowa Governor Norman Erbe said he advocated calling in the movie industry and asking for self regulation. The governor claimed that many of the present movies are unfit "for my daughters to see."

Ed Emanuel To Europe

PHILADELPHIA—Edward Emanuel, chief barker, Variety Clubs International, accompanied by his wife, will sail for Europe on the Queen Elizabeth on Nov. 16.

Emanuel will visit in London with James Carreras, second international chief barker, and attend a meeting of the London Tent on Nov. 27. He will also attend the opening of the Harringay Boys Club at which the executives of the Boys' Club Movement headed by H.R.H. Prince Phillip will be present.

After London, Emanuel will visit the Dublin Tent and with Jack Cruise, chief barker, will discuss plans for the international convention to be held there May 15-19, 1962.

From Dublin, the Emanuels will journey on to Copenhagen, Stockholm, Paris and other points of interest in Europe before returning to the U.S. in mid-December.

Law Enforcement Seen Problem In Nudie Pix

HOLLYWOOD — The committee of Hollywood leaders and representatives of civic organizations formed by the County Board of Supervisors to find a solution to the problem of production and distribution of the so-called nudie films met, with 16 of the 24 members present.

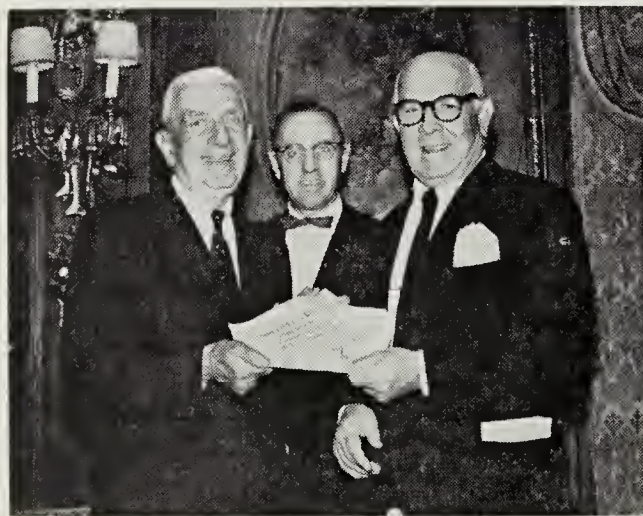
It was agreed that the problem was one mainly of law enforcement and a resolution was adopted providing that at the next meeting heads of the various county and city law enforcement agencies should be present to explain why more prosecutions haven't been brought under a pornography act passed at the last session of the State Legislature and to determine whether this act itself was adequate or should be strengthened.

Y. Frank Freeman, chairman of the Association of Motion Picture Producers, is chairman of this special committee and also representing the film industry at the meeting were John Dales, executive secretary, Screen Actors Guild; Michael H. Franklin, executive secretary, Writers Guild of America; George Sidney, president, Directors Guild of America; and Joseph Youngerman, executive secretary, and E. L. De Patie, Warner Brothers executive.

Hope Honored In London

LONDON—Bob Hope received "The Golden Plate Award" from American Ambassador David K. Bruce on behalf of the Academy of Achievement for "his magnificent contribution in the field of entertainment."

The award to Hope was one of the 50 presented to international men of achievement, representing different fields of endeavor. Others were presented to the distinguished guests at the first annual banquet of this organization in Monterey, Calif. Because Bob Hope had a career commitment in London, he was unable to receive this award at the original ceremony. Therefore, the board of governors of the Academy asked Ambassador David K. Bruce to present it to him in London on their behalf.



Spyros P. Skouras, 20th Century-Fox president, right, accepts his award for "outstanding service to the motion picture industry" during the awards luncheon of the Associated Motion Picture Advertisers, from toastmaster Arthur L. Mayer as AMPA president Albert Floersheimer, center, looks on.

Creativity Can Offset Censors, High Costs

NEW YORK—The twin evils of film censorship and high production costs can be offset by greater creativity in the making of motion pictures, Paul N. Lazarus, Jr. vice-president of Columbia Pictures, told the Women's Press Club of New York City.

Detailing major problems besetting the film industry, Lazarus pointed out that censorship and cost problems are placing the decision as to what goes on the screen in the hands of businessmen rather than forward-looking, independent creators. Citing the television industry as an example of this kind of influence, he noted its decline from experimental, creative programming in its early days to its present "sausage-machine" output.

Lazarus urged the press club members, as important communicators, to foster the growth of creators in the movie medium and give film the same serious attention as books, art, and music receive when they attempt to widen horizons.

Narrow censorship based on unrealistic rules, Lazarus pointed out, tends to stifle progress. To restrain artistic expression is as wrong as denying freedom of thought, he said. Lazarus cited the motion picture code as a working set of self-regulation principles which have been flexible enough to move with the temper and thinking of the times.

While high production costs will continue to prevail in the production of certain pictures, greater creativity in the handling of the medium's tools and talent must necessarily reduce costs, he predicted. Fine scripts, exciting techniques, talented actors, Lazarus said, will replace the dollar sign as boxoffice attractions.

There may even come a time, he thought, when the words "stupendous" and "colossal" will be as foreign to Hollywood ears as their equivalents in Urdu.

When that millenium arrives, Lazarus said, the motion picture industry will be a healthier, more vital force in world entertainment and mass education.

Sternburg Relected In N.E.

BOSTON—Robert M. Sternburg, president of Paramount Theatre's 26 unit New England Circuit, a pioneer showman, was reelected president of Allied Theatres of New England at its annual meeting held at Hotel Touraine in Boston. Committees were immediately appointed by president Sternburg to activate an aggressive program designed to improve and increase the flow of product to theatres, to improve public relations via "positive" factors, to combat "negative" and sometimes unfair criticism, to oppose pay tv, censorship, and other similar trade problems.

Also reelected were John J. Ford, Maine & New Hampshire Theatres, chairman of the board, and Samuel Pinanski of American Theatres, national representative. Other officers and directors reelected included Walter A. Brown, president, Boston Garden-Arena Corp.; Richard J. Dobbyn, Edward S. Canter, and Chester Stoddard. Also reelected were W. H. Elder and James E. Tibbetts, Loew's Theatres; J. A. Totman and J. A. Bracken, Stanley Warner Theatres; Jay Golden and Ben Domingo, RKO Theatres; Theodore Fleisher, Interstate Theatres; Max I. Hoffman, B & Q Theatres; Winthrop S. Knox, Jr., Stanley Sumner, and Rank C. Lydon. Richard A. Smith, president, General Drive-In Theatres, Smith Management Co., Richards Drive-In Restaurants, and several other enterprises, was elected to the directorate replacing his late father, Philip J. Smith.

Columbus Mayor Signs Review Board Law

COLUMBUS, O.—Motion picture review board ordinance, signed “reluctantly” by Mayor Ralston Westlake, will become effective Nov. 22. The mayor said the law, approved 6-1 by City Council, is a “weak and ineffectual step in the right direction in the control of lewd films.”

Westlake said the law “falls far short of full censorship” which he favors. He said he has not decided on appointments to the board but indicated a cross-section of Columbus citizens will be represented. Exhibitors are seeking to have the mayor appoint at least one industry representative.

Under the new law, the board will see films at regular theatre showings and report any violations of city and state anti-obscenity laws to the police. If police fail to act, the board may file affidavits.

The Columbus Dispatch, which has supported censorship, said the sponsorship of the review measure by Democratic members of council “obviously was a move made under pressure from a deeply-concerned public in the hope of deriving some political benefit.” Councilman Robert Smith was the sponsor.

The Dispatch called the measure “weak” as opposed to “the forthright proposal for full censorship sponsored by Mrs. Golda May Edmonston and twice rejected by Democratic councilmen.”

The Dispatch said the Democratic action “admitted the need of a curb on lewd films.”

Capra Tour Sells UA Pic

LOS ANGELES—In the belief that no one can better convey his enthusiasm for his latest motion picture comedy than himself, filmmaker Frank Capra will leave here Nov. 13 on a 10-day promotional tour on behalf of “Pocketful of Miracles,” a United Artists Christmas release.

Cities to be visited by Capra include New York, Boston, Philadelphia, Pittsburgh, and Chicago.

Token Integration Must Be Total By Jan. 3, N.C. Committee Demands

CHAPEL HILL, N.C.—Picketing of Chapel Hill movie houses will be resumed Jan. 3 unless they fully integrate their audiences by that time.

That has been announced unofficially by members of the Chapel Hill Committee for Open Movies to All, which recently issued an ultimatum giving the Carolina and the Varsity until after the Christmas holidays to completely integrate, but did not say what recourse is planned should they decline to comply with the request.

There has been no reply from the theatre managers to the ultimatum, but any answer would take time since both are operated by chains.

E. Carrington Smith, manager of the Carolina, declined to comment. Andy Gutierrez, manager of the Varsity, said, “We’ll study their proposals whatever they are. They haven’t sent any one around yet.”

Gutierrez said any decision would have to be made by the stockholders of H. B. Mieselman Theatres, Inc., which owns the Varsity. A decision for the Carolina would have to go

National Allied Issues Progress Report; Two New Units Now Active

UA's "Pocketful" First Under Cincy COMPO Plan

New York—United Artists’ “Pocketful of Miracles” is to be the first attraction merchandised in the Cincinnati exchange territory under the COMPO Plan, starting Dec. 27, it was announced yesterday by Jack Haynes, Shor Circuit, chairman of the Central Exhibitors’ Committee that oversees the operation of the plan in the area, which embraces parts of Ohio, West Virginia and Kentucky.

A total of 83 situations, in three zones, okayed by the Cincinnati branch managers, is eligible to participate in the promotion of “Pocketful of Miracles.” Leading circuits and independent exhibitors operating in these cities and towns, all of whom have signified their intention of going along with the plan, include Chakeres, Shor, Schine, Shea, Northio, Sam Isaac, Davidson, Yassenoff, Aaron, and others.

“Pocketful of Miracles” is to be followed in mid-January by “Bachelor Flat,” produced by 20th-Fox. Also under consideration by the Central Exhibitors’ Committee are MGM’s “Colossus of Rhodes” and Columbia’s “Sail a Crooked Ship.”

Para. Promotes Ward

HOLLYWOOD — Emmett P. Ward assumed the operation of the Paramount studio industrial relations department. T. J. Leonard, who has served in this post for many years, will continue to function in a consultative capacity. Ward, prominent in the motion picture industry for some time in various capacities, served as plant manager at Universal-International prior to this studio’s acquisition by Revue. Recently, he has been assistant to Leonard at Paramount.

DETROIT—Continuing upbeat stories were released last week by Allied States national offices here.

From Minneapolis came the news, via executive secretary Stanley D. Kane, of the first meeting of the board of directors of North Central Allied Independent Theatre Owners since it has been reactivated. At the session were 21 of the 22 directors. Had it not been for death in the family of the missing director, attendance would have been 100 percent.

Elected chairman of the board of directors and a national director was Benjamin Berger, Minneapolis. Other officers elected were Martin Lebedoff, St. Paul, president; Lowell Smoots, Little Falls, first vice-president; and Sol Fisher, Minneapolis treasurer.

A regional North Central convention was scheduled for Jan. 13. National leaders will be invited to make addresses and a large exhibitor turn-out was predicted.

On the same day, newly-elected president Sidney J. Cohen advised that at the well-attended first meeting of Allied Theatres of New York State in Buffalo, the following transpired:

Cohen, in addition to becoming president, is also a national director; Charles V. Martina, Rochester, first vice-president; Charles Finnerty, Jamestown, treasurer; and Harry Berkson, Buffalo, secretary.

Directors voted into office were V. Spencer Balsler, Buffalo; Manny Brown, Buffalo; Myron Gross, Buffalo; Dewey Michaels, Buffalo; Herbert N. Slotnik, Syracuse; and Joe Warda, Lancaster.

As exhibitors from other areas join, the board will be enlarged to represent them.

The next meeting, to be held at the Buffalo Variety Club, was slated for Nov. 13. To it will be invited national leaders and non-member exhibitors in the Albany and Buffalo exchange areas.

The word as to how the Allied States merchandising convention to be held at the Eden Roc Hotel in Miami Beach, Dec. 4-8 is shaping up was spoken by executive director Milton H. London, who has been informed:

President Cohen of New York State Allied has promised a large delegation.

Executive secretary Stanly D. Kane of North Central revealed a Northwest Orient airline will carry the Minnesota contingent, pick up Wisconsinites in Milwaukee, then Chicagoans, and proceed non-stop to Miami.

The Michigan Allied conventioners have chartered a Delta DC-8 Jet of their own which will take off Friday, Dec. 1, and return them on Dec. 8.

The Michiganders have so arranged matters that the entire eight days will cost “an unbelievable \$149 per person,” while the round trip charter fare is \$153.68.

For those attending the four days of the convention, \$98 covers everything but transportation.

London makes the suggestion, “Leave your wallet home.” This should be comforting to those who are accustomed to tipping the bellman 50 cents for picking up a quarter they dropped.

NTA Sells Radio Stations

NEW YORK—National Telefilm Associates, Inc., has contracted to sell its radio stations WNTA-AM and WNTA-FM to Bergen Broadcasting Corp., and Bergen FM Inc., two New Jersey firms.



The NEW YORK Scene

By Mel Konecoff

UNIVERSAL PICTURES COMPANY will mark a milestone in motion picture history during 1962 when it celebrates its 50th year in the industry with 12 months of special activities highlighted by a global presidential sales drive honoring president Milton R. Rackmil, according to "Hi" Martin, vice-president and general sales manager, and Americo Aboaf, international vice-president and foreign general manager.

The event was announced at a press luncheon at the Laurent where Rackmil stated that he expected 1962 to be the best year in the history of the company, and he also expected the year to be the outstanding one in industry history for the entire business. He thought that we are on the threshold of a new era in the motion picture business, especially if we pay attention to the wants of the public and attempt to give them what the people desire.

The aim of the company, he stated, is not to provide quantity but rather quality, which is what the public is going for today. Universal only proceeds with its productions when all of the proper ingredients are available, even though this means making a lesser number of features per year. He has found that as a result of proper planning and having the right pictures, that they play for longer periods to more people. All efforts will be utilized and intensified next year to bring back audiences to the boxoffices of the world.

Rackmil was proud of the fact that the company wound up its final week of the 1960-61 fiscal year with over a million dollars in billings in the domestic field and with another million in the foreign end of the operations. The latter was the climax of a five week overseas drive honoring Aboaf.

Martin promised Rackmil that his domestic sales organization will come through with the greatest year in the history of the company and this promise was echoed by Aboaf. Both were able to give him this assurance not only because of the prime product in the offing but also because of the exhibitor support and assurances and best wishes that have been pouring into the offices of both executives from here and from abroad. Both executives paid tribute to the trade press for the part that it played in the success of the company. Rackmil, too, was grateful to the press and to the exhibitors and to his own organization for the fine showing and for the support over the years.

The event was presided over by Phil Gerard, eastern advertising and publicity director.

The company, the first in the industry to attain the 50 year mark, was founded on June 8, 1912. It will release what was termed "the most ambitious production program in the history of the company" with such productions as "Back Street," "Flower Drum Song," "Lover Come Back," "The Outsider," "Cape Fear," "Lonely Are The Brave," "Touch of Mink," "The Spiral Road," "The Phantom of the Opera," and the popular release of "Spartacus" heading the list of Anniversary product.

One hundred thousand dollars in prize money will be distributed among the company's domestic and overseas sales managers, branch managers, salesmen, and bookers for the best performance during the presidential sales drive which will run from Jan. 1 through June 30.

Incidentally, Universal, which has had only four presidents in its 50-year history, Carl Laemmle, Robert H. Cochrane, Nate Blumberg, and Rackmil, reached the pinnacle of its financial success in 1960 under Rackmil, who instituted a number of changes which proved advantageous to the company's operations. One of these was the abandonment of the smaller budget picture in favor of the larger, more expensive film.

MUCH ADO ABOUT FINGERS: Frederick Brisson, who produced "Five Finger Exercise" for Columbia Pictures based on the award winning play, pointed the finger at the company and screamed because they wanted to change the title to "Five Kinds of Love." He threatened legal action among other things and he resisted the contemplated change via Western Union, the U.S. Mail, and legal-looking documents.

Exactly which of these influenced Columbia to permit him to retain the original title is not made clear, but the mighty distributor bowed. This prompted the statements from Brisson, "I must confess that 'Five Finger Exercise' does deal with a family's 'Five Kinds of Love' and has nothing to do with piano-players or calisthenics."

Paul N. Lazarus, in announcing the change back, stated, "This agreement on the part of Columbia Pictures . . . does not set a precedent for Frederick Brisson's next Columbia production, 'Under The Yum-Yum Tree.' We are looking for a good commercial title . . . well, uh, like 'Five Finger Exercise.'"

Actually, we think that this has all been one big (?) publicity stunt and we're willing and waiting to see the picture even were it called "The Trials and Tribulations of F. Brisson."

FRIGHT NOTE: Broadway had some excitement last week when "The Mask" opened at the Warner with the Warner publicity and exploitation department coming up with some cute stunts in the way of magic and horror in the theatre lobby, along with five of the town's leading disc jockeys broadcasting their WINS programs from there as well. The crowds liked the "Spooktacular World Premiere."

Producer-director Julian Roffman, former March of Time director, and presently owner of Meridian Films in Toronto, was on hand for a bit of delicatessen breakfast around the corner from the theatre, and he related that the film cost about half a million to make at his Canadian studios and that it would have cost at least 25 per cent more were it turned out in Hollywood. He has produced another feature, "Bloody Brood," which Allied Artists is supposed to release.

His studio can turn out four features annually in Canada, and he personally has on schedule another, "You Only Live Twice," which will go into production next spring with a cast of relative unknowns; he believed they suited the story and were easier to work with. Another film he will produce and direct will be a Canadian war story, "Execution," and this will roll sometime in 1963. (Aside to J.R.: We'll bet you can't get that kind of pastrami in Canada).



Announcing Universal-International's Golden Anniversary celebration in New York recently at a luncheon attended by the company's executives and trade paper publishers and editors were, left to right, Americo Aboaf, U-I Films vice-president and foreign general manager; Milton R. Rackmil, president, who will be honored by a 26-week sales drive; Henry H. "Hi" Martin, vice-president and general sales manager; and Philip Gerard, eastern advertising and publicity director.

Southern Exhib Unit Sets Meeting Agenda

ATLANTA—J. H. Thompson, Hawkinsville, Ga., general chairman of the Georgia, Alabama, and Tennessee Theatre Owners convention, last week announced details for the group's gathering here Nov. 5-7 at the Dinkler Plaza Hotel.

"Profitunity" was selected as the theme of the convention. Normally held in the spring, this convention annually gathers theatre owners and operators from all sections of the tri-state territory.

Chairman Thompson is president of the Georgia group; Jimmy Gaylord heads the Alabama association; and Earle Hendren is the chief of the Tennessee owners.

Principal speakers at the convention were to include James R. Velde, New York, vice-president of United Artists; John Stembler, Atlanta, newly elected president, Theatre Owners of America, and president, Georgia Theatre Owners; and Mrs. Margaret Twyman, national director, Motion Picture Association.

Sunday, Nov. 5, was to be devoted to registration. A luncheon in Drinkler Room A was to open the convention on Nov. 6. A cocktail party and buffet dinner was scheduled that evening with delegates to be guests at a special screening of a picture not yet released.

Nov. 7, final day of the convention, the Atlanta Constitution and Benton Bros. Film Express were to host a luncheon. Workshop and panel discussions were scheduled throughout the convention.

AA Foreign Rentals Up

NEW YORK—Norton V. Ritchey, president, Allied Artists International Corporation, announced that Allied Artists' film rentals from the territories of the Middle East, Far East, Australasia, and Africa for the fiscal year ended July 1 were the highest in the history of the company for the area.

Ritchey pointed out that Allied Artists operates its own distribution organization in Japan, with five offices. In other important territories of the area the company operates under various distribution formulas through strong local distributors. Allied Artists International has its own employes in many of these territories working closely with the local distributors.

Next Attraction
RADIO CITY
MUSIC HALL



Broadway's *Most Romantic Musical Comedy* comes to the Screen!!!

A joyous, tender love story, glamorously told in San Francisco's exotic Chinatown!

ROSS HUNTER PRODUCTION IN ASSOCIATION WITH JOSEPH FIELDS

RODGERS & HAMMERSTEIN'S

FLOWER DRUM SONG

NANCY KWAN
STAR OF SUZIE WONG

IN COLOR LENSES BY PANAVISION.



JUANITA HALL
JACK SOO
BENSON FONG

JAMES SHIGETA AND MIYOSHI UMEKI

MUSIC BY RICHARD RODGERS * LYRICS BY OSCAR HAMMERSTEIN, 2ND

DIRECTED BY HENRY KOSTER * SCREENPLAY BY JOSEPH FIELDS * PRODUCED BY ROSS HUNTER

BASED ON THE NOVEL BY C.Y. LEE - FROM THE BROADWAY SUCCESS - MUSIC SUPERVISED AND CONDUCTED BY ALFRED NEWMAN - A UNIVERSAL INTERNATIONAL PICTURE



Hear DECCA'S Sound Track Album of 'FLOWER DRUM SONG'!

...AND CHRISTMAS-TIME THROUGHOUT THE NATION!



LONDON Observations

by Jock MacGregor

BEYOND THE FACT the London Film Festival enables British Film Institute members to see some of the better offerings at the continental jamborees without traveling, there seems little reason for it. The organizers main claim to success is that it is a sell-out, but then it is only showing to the most ardent moviegoers and it is doubtful if it converts anyone to the cine-magoing habit.

Its commercial value to the industry must be nil. The films shown should have made the impact to have sold them at the original festival. The organizers, if anything, seem to dodge publicity. Even the serious papers give little space to it. The mass of Londoners do not know it is on.

No British first feature is being premiered. Indeed, only Paramount of the major companies appears to have loaned a film, John Casavetes' "Too Late Blues." Those foreign producers who have supported must be amazed and disappointed by the lack of publicity and interest outside of the National Film Theatre.

True, the organizers have meagre funds provided by the London County Council, film trade associations, and other sources, but the money provided by the trade could be better spent. Oh, for the vulgar commercialism of Cannes! Admittedly London in October is not conducive even for mink bikinis, but a little excitement could have been created to spotlight the occasion in the popular press and let the cinema as a whole benefit. London could do better.

TRAVELERS: Jim Carreras and Anthony Hinds are at the Hampshire House for production talks with Columbia and U-I. They have completed three subjects for the former, "Cash on Demand," "The Damned," and "The Pirates of Blood River," and are planning two more, "Maniac" and "Ruffians." With U-I, they will discuss the re-make of "The Phantom of the Opera," which Jim with typical colorful candor promises "will have audiences gibbering in the aisle with fright." . . . Another "quote" of the week is that of Ivan Foxwell who is just back from the South Seas. He describes his "Tiara Tahiti," starring James Mason and John Mills, as a "half million pound escape from the kitchen sink." . . . It was a missed plane that enabled me to have a quiet Saturday night drink with Paramount's studio chief Martin Rackmil in Siegi's Club. He has been in Europe checking up on Paramount's many production projects and was very happy about the phenomenal opening of "Breakfast at Tiffany's" at the Plaza, where it has smashed, nay shattered, every record since the house was built 34 years ago. . . . British and Irish barkers are delighted that International Chief Barker Eddie Emanuel's postponed trip is now to come to pass at the end of the month. . . . I blinked one recent morning to find a Christmas card on my desk. It was from no well wisher—just MGM's Ron Lee announcing that thousands will be sending the Nativity scene from "King of Kings" this Christmas, and that the printers reports orders of record breaking proportions for this design. Incidentally, the Sunday Pictorial could not wait to see the picture and devoted a full page slam incorporating New York quotes under the heading, "It's blasphemy."

GRAFTON GREENE and his "Look at Life" team must be tickled pink. The record which they showed being cut in their short devoted to discs, Helen Shapiro singing "Walking Back to Happiness," is now at the top of the hit parade. . . . One of the few cinemas really affected by adverse criticism of its program is the Curzon, Mayfair. It is said that if the critics don't like the show it might just as well not open. "Danse Macabre," which was "dismissed," proved the theory and folded after only a few days. One of the oldest news theatres, the Cameo, Windmill Street, is closing and after redecoration will reopen as the Cameo Moulin, with continental films policy. It will bring the number of first run specialized theatres up to 13. . . . The Rank Organization is proud that for the third year in succession it has been awarded the Bronze 'Oscar of Industry' for the best produced annual report from the world's motion picture and theatre industry by the American "Financial World." Though the Bingo craze has eased somewhat, and many halls have dropped the game, Rank Screen Services are offering advertising space on the backs of the cards which are used in over 35 Top Rank Bingo and Social Clubs throughout the country. . . . ABC has opened its latest 10 pin bowling center at the former Regal Cinema, Levenshulme, Manchester. . . . Carl Foreman, between receiving awards for "Guns of Navarone," is lecturing the Cambridge University Film Society.

Columbia Income Dips, But Trend Heads Up

NEW YORK—Columbia Pictures had income of \$212,000 for the fiscal year ended July, 1961, compared with \$2,107,000 in the year ended June 25, 1960, it was reported by A. Schneider, president.

No federal income tax was applicable last year, due to tax loss carry forward.

For the 1960-61 year, it was noted, Columbia reduced its inventory, thereby reducing earnings by \$3,000,000, compared with a similar earnings reduction of \$1,000,000 the previous year.

Included in the 1960-61 results was a profit of \$1,617,000 from the sale of undeveloped

land on the west coast, compared with a similar profit of \$202,000 in the previous year.

Net profit for the 1959-60 year included \$3,800,000 representing foreign prints and advertising that were capitalized and written off on a new, amortization basis.

Schneider said that preliminary, unaudited figures indicated a substantial profit would be reported for the first quarter, ended Sept. 30, 1961. The trend, he said, should continue through the second quarter. The success of "Guns of Navarone" should prove the top impetus to earnings, it appears from current gross reports.

Catholic Film Agency Set Up In Newark

NEWARK, N.J.—An agency to distribute Catholic films throughout the United States has been set up here under the patronage of Archbishop Thomas A. Boland of this city.

Operation will start this month with distribution in three chain theaters in this area, of the prize-winning "St. Maria Goretti." The National Catholic Films Production, at 300 Broadway, is an arm of the Audio-Visual Library of the Newark archdiocese.

Father John A. McAdam is the library director. Michael Halm, national field director of the new agency, is training field representatives in distribution and promotion.

The policy will be to screen the films in regular theaters except those which present films condemned by the National Legion of Decency.

"St. Maria Goretti" is to be shown in Philadelphia, New England, Chicago, and Cleveland after a six-week run here, and later will be released nationally. The movie, filmed in English in Rome, has six international awards including the Vatican's gold medal and the grand prize of the Venice Film Festival.

Next year, "A Victim of the Seal of Confession" will be released. It is the true story of a French priest of the last century who faced execution rather than reveal the confession of a murderer.

"If Hollywood wishes to drive us out of business," said Father McAdam, "by producing its own wholesome spiritual pictures for the commercial theater, that's just fine."

Crown Reps Named

LOS ANGELES—Following his recent return from a coast-to-coast swing, Newton P. "Red" Jacobs announced the finalization of his national distribution organization to handle Crown International Pictures, the company newly formed and headed by the veteran west coast distributor.

Crown products will be distributed by top-line independent exchanges in key cities throughout the country. Some of the leading companies he is working with include Realart Pictures in New York, Waldman Films of Buffalo and Albany, Embassy Pictures in Boston, and General Films of Dallas. Jacobs company, Favorite Films of California, will handle the product in the 11 western states.

Pincus Joins Mirisch Co.

HOLLYWOOD—In line with its expanding roster of activities, the Mirisch Company has signed producer Irving Pincus to create and develop a program of motion pictures, it was announced by Harold J. Mirisch, president of the independent film-making organization which releases through United Artists.

Pincus, who created the highly-rated television series, "The Real McCoys," starring Walter Brennan, has been producer of that show for the past five years. Prior to his arrival in Hollywood, Pincus was active on Broadway as both producer and playwright.

Marchese To New UA Post

NEW YORK—Bill Marchese has been appointed assistant to Milton E. Cohen, United Artists national director of roadshow sales, it was announced by James R. Velde, UA's vice-president in charge of domestic sales.

Marchese formerly was sales and contract manager for United Artists' eastern and Canadian division. He joined UA in 1958 as assistant to Cohen, who then was supervisor of national sales for Michael Todd's "Around the World in 80 Days."

"How I Would Sell . . .

BACHELOR IN PARADISE

Seldom does a picture come along that incorporates so many sales promotion possibilities as MGM's "BACHELOR IN PARADISE." It should be the delight of the manager in a situation depending to a great extent on newspaper promotion, and equally please the "legman" who depends mostly upon his "away from the theatre" contacts for stores, street bally, co-op tieups, window displays, etc.

Bob Hope as Paradise-wise Adam J. Niles, the self-styled author-sociologist, peeking over the back fences of Suburbia, U.S., and giving advice to local matrons on how to regain the attention and love of their husbands should strike a responsive note on the risibilities of the most dour newspaper editor or critic. The story by Vera Caspary carries a direct appeal to all suburbanites in every community, thereby supplying an interested, large, and immediate audience for advertising, promotion, or stunts aimed at the suburban neighborhoods. Critics and editors for years have been on a "new faces" kick. In Paula Prentiss and Jim Hutton, the young players recently seen in "Where the Boys Are" and "The Honeymoon Machine," we have a natural for a "new faces to stardom" story. The presence of Lana Turner in the cast, wearing 28 separate wardrobe changes designed by Helen Rose, makes easy the approach to the femme page editor with fashion art and

MGM's Comic Look At Suburbia With Hope-Turner Team

An Exclusive **SHOWMANALYSIS** Prepared by—

GEORGE PETERS, Manager

Loew's Theatre, Richmond, Va.

ABOUT THE AUTHOR • George Peters was born in Jacksonville, Florida, in 1909. He started in show business with Redpath Chautauqua out of Cincinnati, Ohio, as advance man for tent shows for two seasons. Came with Loew's Theatres at Loew's Palace in Washington, D. C., then Baltimore, Norfolk, Wilmington, Harrisburg, Reading, and since 1942, has been manager of Loew's Theatre, Richmond, Va., with the exception of two years in the U.S. Navy during World War II in North Atlantic and Pacific. In 1947, Peters was subject of a Saturday Evening Post article titled "Movie House Manager"

by editor Richard Thruelson. He has two grandchildren, and his hobbies include fishing for rockfish and marine communications.

stories. The appealing and sexy art on Janis Page offers ideas for numerous beauty shop and women's wear store tieups.

For a brief sales analysis: In MGM's "BACHELOR IN PARADISE" we have a comedy-romance story with direct appeal, and personal identification, for all present and past community suburbanites, two well known stars, each with a different type of following, three young "new faces," fashions galore, CinemaScope and Metrocolor, and a series of locale story situations in the picture that could lead to a superabundance of tie-in promotions. The pressbook has MGM's "Sweet Sixteen" showmanship ideas for promoting "BACHELOR IN PARADISE." The adaptation of even half of these to his local situation could get a good "legman" off to a running start. I like the teaser ads titled "Are you kissing more now and enjoying it less?" A local printer could print the lips in bright red on small cards for distribution by cosmetic dealers, beauty shops, and drug stores.

A planned campaign for "BACHELOR IN PARADISE" should, I believe, include something similar to the following:

BOB HOPE coping with a suburban supermarket provides one of the many excellent tieup possibilities that can do much to stimulate interest in this film. Merchants should be more than willing to cooperate.



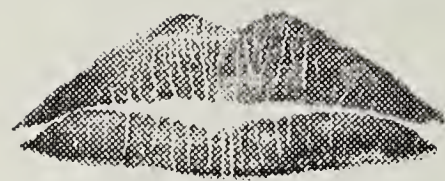
**Have you heard
about the Hope Report?**

It's the inside story of what goes on in those suburban housing developments when the husbands go off to work...and the wives take lessons from the world's greatest authority on **LOVE!!!**



Metro Goldwyn Mayer presents

Are you kissing more now, and enjoying it less?



**Are You Kissing
More Now
And Enjoying
It Less?**

See Bob Hope · Lana Turner in
BACHELOR IN PARADISE
from M-G-M in CinemaScope and MetroCOLOR



**BOB
HOPE**

**LANA
TURNER**

in a TED RICHMOND PRODUCTION

BACHELOR in PARADISE

co-starring
**JANIS PAIGE
JIM HUTTON**



PAULA PRENTISS

Screen Play by DON PORTER · VIRGINIA GREY · AGNES MOOREHEAD · VALENTINE DAVIES and HAL KANTER
Story by VERA CASPARY
Directed by **JACK ARNOLD**

in CINEMASCOPE and MetroCOLOR

T H E A T R E

NEWSPAPERS

1. The inquiring reporter stunt for either newspaper, or radio, but because the picture is a comedy, in the interest of getting more amusing answers, I would change the question to, "If you were, or are, a bachelor, what would be your idea of a "Paradise for a Bachelor?"
2. Classified Ads—In the Lost and Found column: "Found Paradise (pair of dice) at corner of Sixth and Grace Streets. Owner may reclaim by calling (theatre number)
In the Personal column:
"Mr. Bachelor, your Paradise has arrived, call (theatre number) for more information"
3. Amusement Page Ideas—"While There's Life, There's Hope," and "The 3 ages of Bob Hope-Vaudeville, The 'Road' Shows, now Paradise." The TV editors have recently received Hope photos and mats of his earlier days in connection with his recent Sunday evening biography show. In most cases they will be available for amusement page use.
4. Amusement Page Contest—"Can you identify these famous movie kisses?" using layout of kiss stills from past movies centered around the Hope-Turner kiss still 1783-140E.
If paper won't accept, use as lobby contest in advance with photos mounted on 40 x 60 easel and guest tickets as prizes for correct answers.
5. Womens Pages—Fashion story featuring "Fashions In Paradise" using Helen Rose career girl fashions—stills



LEFT, one of the ads which most appeals to our author. ABOVE, a teaser that can be used in advance of opening in newspaper or prepared as a herald for giveaway promotion away from the theatre. BELOW, another excellent chance to create word of mouth via a natural tieup in this scene featuring Hope and Miss Turner in a bowling alley.



ABOVE, a caricature that is a natural for placement with the Sunday editor of your local newspaper and also can be used as a giveaway for advance promotion. BELOW, suburbia is fashion conscious as well, and the film can be sold to women through fashion tieups for which many stills are available. RIGHT, another ad carrying the fun message of the laugh-filled satire on modern living.



38, 63, 73, 75, 50.

Womens Page feature with editor asking why bachelors are scarce in the suburban developments, and one from each local suburban development, if found, will be invited with companion to see "Bachelor In Paradise" opening night as guest of the management.

RADIO

Gag Stunt—Have most popular local disk jockey play theme record (Verve) of "BACHELOR IN PARADISE" and announce that he will mail a genuine "Hollywood Heater" for bachelors to the first 50 bachelors calling in and identifying the music. The "Hollywood Heater" to be still 6878E of Janis Paige.

STREET BALLYHOO

I like the simple, inexpensive gag of two well dressed young ladies carrying new luggage on which has been painted (in water color), "I am on my way to meet my favorite "Bachelor" at Loews."

BOWLING ALLEY PROMOTION

With cooperation of local Brunswick Corporation distributor, promote a "Bachelor Bowling Championship" with each alley sending their champion bachelor bowler to the run-off contest, the finals of which will be covered on local television, if possible. Prizes to be a cup contributed by the theatre, and bowling equipment from the Brunswick Corp.


SUPER-MARKET PROMOTION

Since one of the important scenes in the picture takes place in a super-market, and there are several good stills to illustrate, a local super-market, or fine foods department of a department store should be willing to arrange to make up a special display of "Foods That Every Bachelor Should Have In His Paradise To Tempt, Tease And Tantalize."

The entire display to be given to the bachelor sending in the best recipe for his favorite dish. Entries to be judged by the food editor of the newspaper, and the winning recipes published.

We haven't mentioned the men's fashions available in the Bob Hope stills, the silver place settings and chinaware tie-ups, and many others that are obvious in the pressbook and still sets. Promotion on this picture is limited only by weak legs and the local budget in each situation.

It's the funniest romantic comedy about YOU that you'll ever see....especially if you live in the suburbs!



Metro-Goldwyn-Mayer presents

Bob Hope
Lana Turner


in a TED RICHMOND PRODUCTION

BACHELOR in PARADISE

Are you kissing more now, and enjoying it less?

Co-Starring

JANIS PAIGE
JIM HUTTON



PAULA PRENTISS

in CINEMASCOPE and MetroCOLOR

BOSTON

Film business has picked up tremendously in the Boston first-run houses. The all out efforts of exhibitors to get more space in newspapers and the long sell of getting people to get out and go to the movies is beginning to pay off. As an example, the Keith Memorial's Ben Domingo is prefacing his Saturday advertisements with "Saturday Night Is A Wonderful Night to Go Out To A Movie!" . . . Harry Seagle, former Boston branch manager of United Artists, has opened his own office with headquarters in the National Screen Company on film row. Robert Hazard is the new branch manager of United Artists in Boston, coming from Seattle. . . . Stanley Chatkin, from Metro Goldwyn Mayer's New York office, comes to Boston as head of advertising, publicity, and exploitation on roadshow engagements. He will be headquartered at the MGM office where Ben Bechick is branch manager and Dave Titleman is assistant branch manager. . . . Judy Garland, whose new film, "Judgement at Nuremberg," will be handled for exploitation, advertising and publicity by Joe Mansfield United Artists did "An Evening With Judy Garland" at the 13,909-seat Boston Garden Friday Oct. 27 to a sellout crowd which gave the film star ovation after ovation. . . . Samuel Pinanski, president of American Theatres Corp., has been re-elected honorary chairman of the board of directors of the Theatre Owners of America at their 14th annual convention in New Orleans. Pinanski, a past president of TOA, was also reappointed representative to the governing trio of the Council of Motion Pictures Organizations. . . . Sterling Hayden has settled on Nantucket, island off the coast of Massachusetts, where he is writing a book.

BUFFALO

Carl S. Hallauer, chairman of the board, Bausch & Lomb, Rochester, developers of the lens for CinemaScope, and active in numerous organizations, has been selected as the 1961 recipient of the Rochester Civic Medal by the Rochester Museum of Arts and Sciences. The medal will be presented at the 23rd convocation of the museum Nov. 15. . . . Star Television, Inc., whose principals stockholders

are Maurice R. and Fred Forman, Isaac Gordon and Robert Kieve, the other day became the fifth applicant for Rochester's new television outlet, channel 13. . . . The former Rialto, East Rochester, N. Y., reopened completely refurbished inside and out, and with a new name, the Capri. Gail Gurecki, East Rochester Harvest Queen was the star of the ribbon cutting ceremony. Nicholas Corea is the manager, and the Capri is owned by Harold Dygert, veteran western New York exhibitor. . . . The Buffalo Common Council legislation committee, with its chairman in opposition, has voted to suspend ordinances to permit construction of a decorative front on the former Schine Riverside, which is being converted into a Ski-Dek. The decoration, designed to give the appearance of a Swiss chalet, will be of wood, extending about five feet over city property. It will replace the marquee on the former community theatre. . . . As part of a nationwide cash collection drive launched by the National Council of Jewish Federations and Welfare Funds, a Buffalo committee has been formed under the chairmanship of Robert C. Hayman, Hayman Theatres, Niagara Falls, who is treasurer, United Jewish Federation of Buffalo. Mrs. Hayman recently attended a meeting of the United Jewish Appeal in New York City. Mrs. Hayman is UJF women's chairman for 1962. . . . Fellow Rochester exhibitors are congratulating Jay Golden, division manager, RKO Theatres, on being one of the winners in the recent drive staged in honor of president Harry Mandel. Golden headquarters in Rochester. . . . One of the big features of the campaign to boost downtown Buffalo was a big fashion show staged by merchants cooperating in the drive in the Paramount. Shows were put on each morning at 10 a.m. Bee Carpenter was commentator and Abigail Van Buren (Dear Abby) appeared in person. Admission was by free tickets, distributed by the fashion editor of the Courier-Express. It was a splendid good will stunt for the Paramount. . . . GOP national chairman William E. Miller, Lockport, N.Y., was the fall guy at the annual luncheon of Buffalo Bill Tent, Circus Saints and Sinners, in the Statler-Hilton. Clarence A. Hackett was luncheon chairman. Henry Graser, Jr., is president of Buffalo Tent. George W. Gleasner was vice-chairman of the luncheon. A number of motion picture industryites are members of the Tent.

CHARLOTTE

Charles H. Lewis, manager, Center, Durham, N.C., has been named a member of the committee which will arrange for the annual dinner meeting of the Durham Merchants Association. . . . Ronald Reagan, motion picture and TV actor, and Governor Terry Sanford of North Carolina were the speakers at a North Carolina Trade Fair luncheon at Charlotte. . . . W. G. Enloe, Raleigh, N.C., District manager, North Carolina Theatres, who served as president of the North Carolina League of Municipalities during the past year, has just been made a member of the association's board of directors for the coming year. He is mayor of Raleigh.

CINCINNATI

Leonard Katz, U-I head booker, has been promoted to salesman in the Ohio and West Virginia areas. James Curran, formerly UA salesman, replaces Katz as booker. . . . Murray Baker, long associated with Film Row activities, resigned as salesman for Paramount exchange in Indianapolis to become the district manager for Continental Distributing here, succeeding Lee Heidingsfeld, who has been named manager of Buena Vista exchange in Indianapolis. . . . Michael Maier, assistant manager, Esquire, has been transferred to Hyde Park as manager, replacing Frank Strunk, who resigned to enter another business. Both art houses are owned by Shor Theatres. . . . Margaret Woodruff, Columbia booker, was in Mansfield, O. for an annual convention of the Delta Theta Tau philanthropic sorority. . . . Ron Randell, the Centurion in MGM's "King of Kings," which opens at the Capitol Nov. 16, was in to promote the attraction.

COLUMBUS, O., NEWS—Domenic Suriano, 25-year-old manager of the Academy-Neth State, Ohio State University district, fatally shot Alan Sebert, 30, of Avon Lake, Ohio, as the latter was fleeing the theatre with \$292 taken from the theatre office. Dr. Wilson Kingsboro, deputy coroner, ruled the killing justifiable homicide. Suriano told police he was in his office counting the day's receipts when the robber entered on pretense of reporting loss of his billfold. Sebert drew a .38 caliber revolver and told Suriano he was desperate and needed money. The two scuffled when Sebert reached into the cash box. The bandit's gun discharged and the shot went wild, causing him to panic and flee. Suriano said he grabbed a gun from his desk and fired five shots at the man. Sebert died later at University Hospital. . . . Her first viewing of an "art" film a few days prior to the second defeat of her proposal for Columbus city censorship caused Mrs. Golda May Edmonston, Republican councilwoman, to tell her fellow council members: "It was the most obscene and filthiest picture I have ever seen. I was never so humiliated and embarrassed in my

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NEXT!

Memphis Territory

Issue of November 15

Seattle Territory

Issue of November 22

Save Them!

life." The film was "Erotica." . . . Mrs. Edmonston also had some positive comments about the industry. She singled out Ed McGlone, RKO city manager, as "a wonderful manager who shows good films." She praised McGlone in a speech at the council meeting at which her ordinance was defeated for the second time within a month. She indicated McGlone is representative of the majority of Columbus theatremen who show wholesome films.

DALLAS

The Saturday Night Stage Show, a 34 year old tradition at North Texas State University at Denton, Tex., has been temporarily suspended for the lack of patronage. Many stars were "born" on the Saturday Night stage show, including Pat Boone, who made his first Texas appearance in 1954 while a student at the school; Ann Sheridan, Hollywood's "oomph" girl, a torch singer with the Aces of College-land dance band; and Linda Darnell, Joan Blondell, and Nancy Gates. . . . Bobbie Darin, here for the filming of 20th Century-Fox's "State Fair," was presented with the Interstate Theatre Circuit's "Golden Star Award." The award was given to Darin by Raymond Willie, vice-president and general manager of Interstate. . . . William Richard Wall, 67, projectionist for the Interstate Theatre Circuit for 50 years, died here at his home after an illness of several months. He was also projectionist for many years for Hella Shrine Temple, Dallas, and a member of the Scottish Rite stage crew. . . . Interstate Theatres, KLIF, Variety Club, and McLendon Theatres is holding an "Oscar-Stars of Tomorrow" contest during October. The contest will determine which young actor and actress Dallas movie-goers believe will be the "big" names of the future. Patrons will cast their ballots in the lobbies of all Dallas Interstate Theatres. The two winners will be flown to Dallas for a personal appearance to receive Interstate's "Marquee Award" to mark their popularity in Dallas. The stars to be voted on include: Actors—Horst Bucholz, Bobby Darin, James Darren, Troy Donahue, George Hamilton, Jim Hutton, Steve McQueen, Sal Mineo, Ricky Nelson, George Peppard, and Michael Callan; actresses: Sandra Dee, Jane Fonda, Connie Francis, Dolores Hart, Susan Kohner, Carol Lynley, Hayley Mills, Paula Prentiss, Connie Stevens, Tuesday Weld, and Deborah Walley.

DENVER

Max Bercutt, Warner Bros. publicist out of Los Angeles, was in Denver, as was that company's general sales manager Charles Boasberg. . . . William T. Hastings, manager, RKO Orpheum, won his company's quarterly award in their national drive. . . . Fox city theatre managers held a special get together meeting to plan out Hallowe'en promotional ideas and came up with some lusus. . . . Ralph Batschlet, manager, Mayan, Denver, will be master of ceremonies at the big Rocky Mountain News Golden Wedding party, which is an annual affair put on by the newspaper for Denver area couples married over half a century.

DES MOINES

Newspaper movie advertisements came in for some criticism at the Des Moines city council meeting although no formal action was taken on the matter. Mrs. Florence Wallace, the only woman member of the council, brought up the subject, remarking that something should be done about the movies being shown in the city. However, council member



At the Allied Theatres of Michigan annual convention recently Carroll Baker, star, MGM's "Bridge To The Sun," presented the Michigan Showmanship Trophy to William Jenkins, Sky Drive-In, Adrian, Mich.

William Leachman defended the movies and put the blame on newspaper advertising. "I have attended many of the movies and discovered the films are not nearly as bad as the advertisement," he stated. No further discussion followed on the matter. . . . Central States Theatre Corp. of Des Moines is offering \$4,000 in cash and merchandise prizes to its managers in the circuit's fall promotional campaign. Details of the fall drive were announced at a two-day meeting of managers held at Clear Lake, Ia. Myron Blank, president of the 75-theatre circuit in Iowa and Nebraska, presided over the meeting. . . . LeRoy Oldfield has been named as manager of Tri-States Ingersoll, Des Moines. He formerly was with RKO in New York City and succeeds George Catanzano who has joined the booking department of Tri-States. . . . The Des Moines Variety Club will hold its annual Christmas party Dec. 4 at the Jewish Community Center. . . . Wally Stolfus has been named as manager, Majestic, Center-ville, Ia.

DETROIT

Diane McQueen has announced her engagement to Joseph St. Aubin. She is secretary to managing director Fred P. Sweet of the Telenews. He is with Horstman Sign Co., which produces signs and marquees. . . . William M. and Mrs. Wetsman have returned from an extended European trip. Wetsman is W & W Theatres executive, Variety Club of Detroit Tent 5 canvassman, and Michigan Allied treasurer. . . . A group of Detroit movie men are investing in an off-Broadway New York show scheduled to open in Manhattan circa Dec. 1st. The show, "The Hostage," written by the turbulent Brendan Behan of Ireland, has a unique history. It was closed out doing standing room business last season due to theatre shortage. The producers are actress Norma Frances and her husband, Bob Margulies, vice-president in charge of production for the advertising firm of Ted Bates and Co. Associated with them is director Perry Bruskin.

JACKSONVILLE

A Florida State Theatres advertising team was highly successful on Oct. 19 in publicizing two actresses making public appearances in conjunction with first-run openings on FST screens. Judge May and Bill Means, Florida Times-Union entertainment editors, and Ray Knight, Jacksonville Journal feature writer, gave fine cooperation in story-and-picture spreads about Virginia Grey, a featured player in "Back Street," and Barbara Luna, feminine lead in "The Devil At 4 O'Clock." Miss Grey is nearing the end of

a six-week publicity junket. Miss Luna, a young beauty of Filipino-Hungarian ancestry, was received warmly by a Florida Theatre audience when presented on stage by Dick Stratton, local TV personality. . . . The Motion Picture Charity Club and Women of the Motion Picture Industry are co-sponsors of an industry dance and get-together scheduled for the Hotel Seminole ballroom the night of Nov. 18 with music by Johnny Jelinick's Orchestra. Advance tickets may be purchased from any WOMPI or MPCC member. . . . Mary Hart, FST staffer, has been appointed as national extension chairman of WOMPI, and June Faircloth, Lake Forest Drive-In, is a new member of the WOMPI national publicity committee. . . . A small army of workers and technicians are working against a Nov. 15 deadline in converting the Five Points into one of the newest Cinerama houses in the nation. Sheldon Mandell, Five Points owner, said that five Cinerama programs have been booked so far to give Cinerama several months of continuous playing time on a reserved seat, advanced price basis. . . . Clayton Gillam took over relief manager duties at the suburban Edgewood. . . . Al Hildreth, manager, San Marco Art, launched a new series of first-run foreign films with a British comedy, "The Man In A Cocked Hat."

MEMPHIS

The Ray, Ola, Ark., has closed. . . . Dwight Bedford is now operating Ford Drive-In and Marion, both at Hamilton, Ala. . . . Mrs. Evelyn Kaiser, Howco Film Exchange, and Miss Eva Caldwell, Metro-Goldwyn-Mayer, are new members of WOMPI. . . . The president of the Judeo-Christian Council of Decency states his organization's request to preview movies has been rejected by Memphis' motion picture distributors. Dr. R. Paul Caudill, who also is pastor of First Baptist Church, bases this statement on a letter from William W. Goodman, attorney for the Motion Picture Association of America. The attorney wrote that it would be impossible for members of the council to attend private trade showings of new movies and suggested its members attend "initial public showings." He advised the Council to make use of ratings compiled by the National Film Estimate Board, which is composed of 10 religious and service organizations. "Previewing facilities have been provided by film companies on a national scale, and they feel it would be wasteful and unnecessary duplication to provide these facilities at a local level," Goodman wrote. "By undertaking its own ratings, the Memphis Council would merely be duplicating a system of national ratings that has been in effect for a long time."

NEW HAVEN

Dr. D. Norman Markley, Hartford, brother of Sidney M. Markley, vice-president and director of American Broadcasting-Paramount Theatres, Inc., has been elected president of the Connecticut Academy of General Practice. . . . The Southington Colonial Corporation, reopening the long-shuttered Colonial, Southington, Conn., has enthused in newspaper advertising display space: "We would

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like to invite Southington residents to visit and enjoy the latest in movie entertainment. Swap your black and white TV set for a large movie screen, mostly in full color!" . . . Murray Lipson, owner, Majestic, West Springfield, Mass., has put an art film policy into effect, advertising the attractions as "First Run Films of International Distinction." In a most commendable demonstration of good-will on the community level, St. Christopher's Episcopal Church, West Springfield, has sent this communique to its parishioners: "Murray Lipson, the gracious manager of the Majestic Theatre and a good friend of this parish, is fighting

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the usual trend by presenting worth-while films from all over the world. He deserves your support. . . . We learn more about God and Faith or the lack of it, with the inevitable results, from these thought-provoking, well-done films." . . . Bernie Menschell, president, Outdoor Theatres Corporation of Connecticut, and his wife, Irma, attended the national Probus Club convention at the Concord Hotel, Kiamesha Lake, N.Y. . . . Otis L. Smith, producer at the Canton (Conn.) Show Shop, summer strawhat theatre, has flown to London for a several months' stay, during which time he will be associated with Biographic Films, British motion picture production firm. . . . Rifkin Theatres announced a "first" for New England drive-in theatres, advertising a reserved car section on a nightly basis at the first-run Shipyard Drive-In, Providence, R.I. . . . Under the assumption that a children's audience should not be neglected despite extended booking of adult evening film fare at the deluxe Elm, West Hartford, Sperie P. Perakos, general manager, Perakos Theatre Associates, has resumed a 1:30 p.m. kiddie matinee on Saturdays, charging 40 cents, and screening one full-length children's feature, plus novelties and cartoons.

PITTSBURGH

Virginia Grey was in making the publicity rounds on behalf of the Universal release, Ross Hunter's "Back Street," in which she appears with Susan Hayward and John Gavin. . . . As expected, Judy Garland show at the new retractable-domed Civic Auditorium was a sellout. In its first month of operation, the Auditorium has been a big success, selling out with the John H. Harris production of "Ice Capades" for 12 days—and drawing large throngs for a wrestling show, a record-breaking crowd for the city's first hockey show in years, and also a big turn-out for the annual home show. . . . Leon Richbloom,

owner, Belmar, died suddenly. He had long been an area exhibitor, owning theatres at various times in Charleroi, Wilkinsburg, and Homewood, among other places. A son, Chuck Richbloom, operates a widely known public relations agency. . . . Death also took Dominick Novarro, prominent builder, who was very active on behalf of the Variety Club, of which he was a member. Among other Variety projects, he was the builder of Rosalia Hospital and the new hospital at Camp O'Connell. . . . Roy Fiedler, Jr., McKees Rocks, Pa., has taken over the operation of the Crafton, Crafton, Pa. . . . Mike Weiss, Paramount field exploiteer, was in setting up ad-exploitation campaigns for "White Christmas" and the Stanley-bound "Breakfast At Tiffanys." . . . James Fallon is chairman for the Annual Variety Club banquet late in November. Election of the new 1962 Variety Club crew was scheduled for Nov. 7. . . . Leonard Mendlowitz took an exploitation assignment with Universal on "Back Street," getting the Marcus Plan treatment here. . . . Saul Bragin, Stanley Warner chief film buyer, made a trip to New York. . . . New addition to the Stanley Warner accounting staff was Jack McClaskey, who succeeded Bob Palmer, resigned. . . . Viveca Lindfors was due in for the premiere of MGM's "King of Kings," opening roadshow engagement at Warner. Four invitational previews, including one for clergy, were scheduled for the epic.

PORTLAND

Dave Cantor, United Artists, was here to book "X-15," the new Essex Production, into the Bob White, a suburban house, and the Sandy Blvd. Drive-In, to play day and date for the Thanksgiving holiday. . . . Another first-run picture has been booked by Stan Smith for his Irvington, to play date and date with two drive-ins, the Sandy and 104th St. The film is Paramount's "Breakfast at Tiffany's." . . . Rex Hopkins, National Theatres chief here, announces the closing of the Hollywood for a projected \$100,000 remodeling job to include installation of Cinerama equipment and general overhaul. . . . Earl Keat, United Artists, was in working on "Town Without Pity." . . . Jerry Forman, United Theatres, is the father of a son, Jeffrey. This makes Al Forman, of TOA, not only president of the organization, but a grandfather.

ST. LOUIS

Columbia Pictures moved into their new offices at 3310 Lindell Blvd. Everyone is very pleased with their new, freshly decorated surroundings that even include curtains in the shipping room. The new phone number is FRanklin 1-2030. . . . Kerasotes Circuit is transferring the Strand and Tuscola Drive-Ins to the Chicago exchange area. . . . WOMPI's held a board meeting and made plans to spend some time working at St. Louis Chronic Hospital. Exactly what type of volunteer services they'll give has not been determined.

SEATTLE

Martin Moskowitz, 20th-Fox assistant sales manager from New York, visited the Seattle exchange and conferred with branch manager C. F. (Mike) Powers. . . . Mary Fay, B. F. Shearer secretary, and president of Women's Variety Club Auxiliary, presided over the first meeting of the season. . . . Ernie Piro, Buena Vista branch manager, attended a Disney convention in Los Angeles and followed it with a week's vacation in Honolulu. . . . Mr. and Mrs. Tom Walsh (general manager for J. J. Parker Theatres) were in Seattle, up from Portland, for the University of Washington-Stanford game and met their son here.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September), it is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined, the every second week yellow paper SERVICEINDEX indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen. Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



SECTION TWO NOVEMBER 8, 1961
VOL. 66, NO. 22

ALLIED ARTISTS

Twenty Plus Two

DRAMA
102M.

Allied Artists

ESTIMATE: Interesting program entry.

CAST: David Janssen, Jeanne Crain, Dina Merrill, Jacques Aubuchon, William Demarest, Agnes Moorehead, Brad Dexter, Robert Strauss, Fredd Wayne. Executive producer Scott R. Dunlap; written and produced by Frank Gruber; directed by Joseph M. Newman.

STORY: When the fan mail secretary to movie star Brad Dexter is murdered in her Hollywood bungalow, David Janssen, who specializes in finding missing heirs, links this to the unsolved disappearance of heiress Dina Merrill a number of years back. He meets Dexter and Jeanne Crain, his former fiancée, who broke with him while he was in Korea, and he also sees Merrill, who is with Crain. He is not aware that Merrill is the missing girl, but he knows that there is something familiar about her. Crain is now divorced, and she resumes her crush on Janssen, who is only mildly interested in resuming their friendship. Jacques Aubuchon tries to hire Janssen to find his younger brother, and Janssen takes this under advisement. Aubuchon trails him wherever he goes. Merrill and Janssen meet on a plane, and while she still looks familiar he can't place her. She drops out of sight, whereupon he remembers that he saw her when he was recuperating from a wound in Japan and she had a job in a dance hall. She became involved with a man who made her pregnant and who she thought she killed. She ran away to avoid disgracing her family. Janssen's investigation ties up the various loose ends and establishes Dexter as the killer and also as the one who attacked Merrill and really killed the man she thought she had killed. He is also the brother of Aubuchon, and in a showdown, the latter kills Dexter, leaving Janssen and Merrill free to resume the romance that started in Japan.

X-RAY: Despite a complicated yarn, there is still enough intrigue, movement, and drama to hold audience interest. In addition, there's a competent cast with such attractive names as Janssen, Crain, Merrill, Demarest, and Moorehead to lift this out of the ordinary via some good performances and some down-to-earth language. The direction is promising, and the production values are average. It should do okay as part of the show. The screenplay is based on the novel "Twenty Plus Two" by Gruber.

AD LINES: "A Murder Mystery Thriller That Will Keep Audiences Guessing"; "To everyone He Was A Famous Movie Star . . . To Others He Was A Louse And A Killer"; "A Famous Heiress Disappears And Turns Up Years Later In Connection With A Murder."

Complete back seasons of these pink reviews sections are available to subscribing theatres at 52¢ per set.

COLUMBIA

Everything's Ducky

COMEDY
81M.

Columbia

ESTIMATE: Fair comedy for program.

CAST: Mickey Rooney, Buddy Hackett, Jackie Cooper, Joanie Sommers, Roland Winters, Elizabeth MacRae, Gene Blakely, Gordon Jones, Richard Deacon. Produced by Red Doff; directed by Don Taylor.

STORY: Sailors Mickey Rooney and Buddy Hackett are stationed at a Naval installation in the middle of the desert, and when they are summoned to the office of Lt. Commander Gene Blakely for a special mission, they think that something really important is in the offing. Instead, they are assigned to take a duck used in the work of a recently deceased missile scientist and to release it in a nearby lake because it has been acting melancholy. They do so only to have the duck complain about the coldness of the water and the fact that he can't swim. After they get over the initial surprise of the fowl being able to talk, they try to take advantage of it by making bets. They come off second best when the bird gets drunk on martinis. A replacement scientist thinks that the duck's brain may be important in the rocket research program, and they are ordered to get it back. Fearing that it will be killed, they stall. Blakely's secretary, Joannie Sommers, who can't stand Rooney, is assigned to persuade him to give up the duck. She and Rooney fall in love as do Hackett and waitress Elizabeth MacRae. They hide the duck in the lab among the other ducks, and plan to elope to Las Vegas. Meanwhile, plans to launch a giant rocket are finalized, and the duck is one of the animals placed aboard. Rooney and Hackett trick their way aboard. Before they can get off, the vehicle is launched, and they are the first humans to go into orbit, especially with a talking duck.

X-RAY: There are a few funny scenes, and some of those with the talking duck are quite amusing. On the whole, however, the comedy is just an entry for the program that should have particular appeal for youngsters and the unsophisticated audience. The acting is fair, as are the direction and production, with perhaps the "names" of Rooney, Hackett, and Cooper offering something extra to draw patrons. The screenplay is by John Fenton Murray and Benedict Freedman.

AD LINES: "A Talking Duck Almost Captures A Naval Installation"; "Two Sailors And A Talking Duck Are Off Into Outer Space And The Result Is Mad Screen Fun."

MGM

Bachelor In Paradise

COMEDY
109M.

MGM
(CinemaScope)
(Metrocolor)

ESTIMATE: Funny, well-made Bob Hope entry.

CAST: Bob Hope, Lana Turner, Janis Paige, Jim Hutton, Paula Prentiss, Don Porter, Virginia Grey, Agnes Moorehead, Florence Sundstrom. Produced by Ted Richmond; directed by Jack Arnold.

STORY: Author Bob Hope, who has done a number of expose type books on living and loving in various countries abroad, gets into trouble with the U. S. government regarding back taxes since his business manager absconded with his funds. His publisher persuades him to remain in America to write a book about the suburbs, with which he hopes to get out of the situation with the tax department. He settles on a California community called Paradise, where he rents the home belonging to Lana Turner, who is employed by development owner Don Porter. He makes a hit with all the wives in the area while their husbands are working, and he gives them hints on how to make their lives and husbands more romantic. In the process, he falls in love with Turner, but she is afraid to get involved with him after having once been burned romantically speaking. Eventually, the husbands draw up a petition to get Hope out of the development, while Porter sues his wife, Janis Paige for divorce, naming Hope as the other man. The showdown occurs in court after Hope's real identity has been established. His business manager is apprehended with his money and records which straightens him out with the government. He convinces Judge Agnes Moorehead that he was not responsible for the Porter marriage going on the rocks since Paige still loves him. He also proposes to Turner in the courtroom, and she agrees to give marriage to him a trial.

X-RAY: A sneak preview audience seemed to have a fine time with the light and amusing plot, the better production values and impressive sets, the solid performances of the cast, and the competent direction. The use of color seems to have provided that extra touch which makes the entry seem all the better. The humorous complications provide a goodly number of laughs and the film should be a crowd pleaser, entertaining those who seek their screen entertainment because of promise of amusement and lightbodied enjoyment. Some of the suburban sequences should give many a kick since patrons may be similarly situated from a physical living standpoint. The screenplay is by Valentine Davies and Hal Kanter, based on a story by Vera Caspary. There is a song to be heard based on the title.

TIPS ON BIDDING: Higher bracket.

AD LINES: "Great Fun—The Bob Hope Way"; "When Bob Hope Invades Suburbia Everyone Has A Ball"; "While The Husbands Of Paradise Were Away . . . Bob Hope Would Play In Metrocolor And CinemaScope."

The Wonders of Aladdin

COMEDY
93M.

MGM
(CinemaScope)
(Eastman Color)
(Filmed abroad)

ESTIMATE: Cute and humorous entry.

CAST: Donald O'Connor, Noelle Adam, Vittorio De Sica, Aldo Fabrizi, Michele Mercier, Milton Reid, Mario Girotti, Fausto Tozzi, Marco Tulli. Directed by Henry Levin; a Joseph E. Levine Presentation.

STORY: In the ancient city of Baghdad, poor Donald O'Connor (Aladdin) dreams constantly of having wealth and living regally despite pleas by his mother and would-be girl friend, Noelle Adam, for him to settle down. His mother buys him an old, second-hand lamp which gives him control over a giant genie, Vittorio De Sica, when he accidentally rubs the lamp as he is being chased by a mob led by Milton Reid because O'Connor stole some fruit. Reid is so impressed that he swears allegiance to O'Connor, who plans on attending the royal wedding of Prince Mario Girotti to Princess Michele Mercier. Unknowingly, O'Connor and Reid buy passage with bandits who turn them loose to die in the desert when they take the Prince prisoner at the behest of the Grand Vizier Fausto Tozzi, who wants to marry the princess himself and take over the kingdom after getting rid of Sultan Aldo Fabrizi. O'Connor manages to foil the plans of Tozzi before he can marry the princess. Tozzi gets away in the confusion that follows taking Adam along as a hostage. With the help of the genie, O'Connor defeats Tozzi's armies and then then the villain himself in hand to hand combat. O'Connor is duly rewarded by the Sultan and by Adam agreeing to marry him, while the genie leaves for a long deserved rest.

X-RAY: The ever-popular story of Aladdin and his magic lamp has been turned out in digestible form by a competent cast and crew, and the end result is a pleasant entry for the program which could provide amusement for young and old alike. The use of color adds to the effectiveness of the background of Africa where much of this version has been filmed in CinemaScope. The tongue-in-cheek dialogue and situations are cute, and the pace is a rapid one. Donald O'Connor is well cast for lead role of Aladdin, fleet of foot and dream. Luther Davis wrote the screenplay.

TIPS ON BIDDING: Better program rates.

AD LINES: "One Of The Most Popular Adventure Stories Of All Time In CinemaScope and Color"; "Thrills . . . Magic . . . Romance . . . Fun . . . In These Latest Adventures Of Aladdin And His Magic Lamp."

20th-FOX

The Comancheros

WESTERN
107M.

20th-Fox
(CinemaScope)
(Color by DeLuxe)

ESTIMATE: Solid adventure entry.

CAST: John Wayne, Stuart Whitman, Ina Balin, Nehemiah Persoff, Lee Marvin, Michael Ansara, Pat Wayne, Bruce Cabot, Joan O'Brien, Jack Elam, Edgar Buchanan, Henry Daniell, Richard Devon. Produced by George Sherman; directed by Michael Curtiz.

STORY: Gambler Stuart Whitman kills a man fairly in an illegal gun duel in New Orleans, and he heads for Texas by riverboat to avoid arrest and trial. Aboard, he meets and has an affair with adventuress Ina Balin. At Galveston, he is taken into custody by Texas Ranger Captain John Wayne. En route to headquarters, Whitman surprises Wayne with a heavy blow to the head which enables the prisoner to get away. Returning to Ranger headquarters alone, Wayne is assigned to take the place of a gun runner who is supposed to sell guns to the Comanches. At the rendezvous, he is met by Lee Marvin, a member of the Comancheros, an outlaw gang working with the Comanches from a secret hideout. Marvin is suspicious and prefers to get to know Wayne better before proceeding. They get into a card game with Whitman and others, and the wanted man doesn't give Wayne away. Marvin calls for a showdown as he loses and Wayne kills him.

Whitman submits to arrest and starts back with Wayne. They rendezvous with a small group of Rangers at a ranch. They are attacked by Comanches and white outlaws. It's only a matter of time before they are overwhelmed. Whitman takes off, summoning other Rangers in time to save the group. He is made a member of the Rangers which means he can't be extradited, and he is assigned to go with Wayne to find the Comanchero hideout, while a third Ranger is assigned to follow and report back if they are successful. As gun runners, they are taken to the hideout where Whitman meets Balin again. She is the daughter of the head of the outlaws, Nehemiah Persoff. She saves their lives and then decides to join Whitman as he and Wayne decide to make a break for freedom as they are unmasked. They take along the crippled Persoff who is killed by flying bullets. Wayne blows up munition stores, and this delays pursuit, in addition to summoning the company of Rangers who are seeking the pair. Help arrives as the Indians and the renegades start to close in. The Comancheros are routed or captured once and for all. Whitman and Balin travel on together as Wayne wishes them luck.

X-RAY: This is the kind of film that John Wayne does well, and he's at his best in this rough, tough, hard-hitting, fast-ridin', rapid-shootin' adventure yarn. The situations change often and quickly, and the pace of the story moves well. There are juicy roles for all, with Wayne being more than ably backed by youngsters Stuart Whitman and Ina Balin, and by veterans Nehemiah Persoff and Lee Marvin, with the latter particularly effective in an off-beat role. The direction and production are very good.

TIP ON BIDDING: Higher bracket.

AD LINES: "Their Paths Were Destined To Cross In A Kingdom Of Killers"; "Reckless Adventures On The Border Of No Return."

The Second Time Around

COMEDY
99 M.

20th-Fox
(CinemaScope)
(Color by DeLuxe)

ESTIMATE: Amusing comedy has angles.

CAST: Debbie Reynolds, Steve Forrest, Andy Griffith, Juliet Prowse, Thelma Ritter, Ken Scott, Isobel Elsom, Rudolph Acosta, Timothy Carey, Tom Greenway, Eleanor Audley. Produced by Jack Cummings; directed by Vincent Sherman.

STORY: Shortly after the turn of the century, widow Debbie Reynolds decides to go west to Arizona to take a job offered her in the store of a friend of her late husband, so that she can support her two youngsters. She leaves the latter with her mother-in-law until she can get enough money to send for them. Sheriff Ken Scott and Steve Forrest, who runs the local saloon and gambling hall, think she is a member of a girlie troupe and welcome her enthusiastically until she sets them straight. She finds that the man she is to see is leaving town in a coffin, killed by a bandit's bullet. Desperate for a job, she persuades ranch owner Thelma Ritter to try her as a ranch hand for a month. Neighbor Andy Griffith meets her and is impressed, but his mother tries to discourage further development of their acquaintance. Ritter is impressed with Reynolds' desire to make good and lets her stay on. Ritter also has ideas of marrying her off to Griffith and encourages this wherever possible. Forrest becomes interested in her as well, while she and the sheriff have several run-ins. She starts a petition asking for his recall. Arizona becomes a state in the Union. Ritter decides to take out a bank loan to allow Reynolds to bring her children out, but before they can leave the bank, outlaw Timothy Carey and friend rob the bank and Reynolds. Carey is also the one who killed her friend. As they ride out, Reynolds grabs a shotgun and succeeds in downing Carey's partner. She accuses Scott of neglecting his duty when he is reluctant to chase them. Later, she is about to write her mother-in-law for fare to go home when a group of citizens from the town arrive to ask her to run

for sheriff against Scott. She reluctantly agrees when a house and attractive salary are part of the package and she wins. Scott joins with Carey in another raid on the bank, and this time they also take Reynolds as a hostage. The townspeople organize a posse to rescue her with Forrest one of the leaders. They catch up with them in a saloon in a boarder town and succeed in bringing them to justice. The reward enables Reynolds to bring her children west. Forrest is about to leave town but is stopped. He proposes to Reynolds, who accepts and resigns as sheriff.

X-RAY: Light 'n' fast 'n' funny is this tale of the old west, replete with bad guys 'n' good guys 'n' the ones in-between. The old fashioned comedy plot has the audience rooting for all the right people, disapproving of the villains and the baddies, and generally having fun. The Debbie Reynolds brand of freshness and enthusiasm carries the comedy forward at a good pace, and she's ably aided and abetted by a competent cast of would-be merrymakers. A bit of a campaign can carry this entry into the better return category boxoffice-wise, since most audiences duly appreciate fun on the screen. The color, direction, and production make their proper mark. It's a film that the whole family will appreciate. A sneak preview audience seemed to find the entry amusing. The screenplay is by Oscar Saul and Cecil Dan Hansen, based on a novel by Richard Emery Roberts.

TIP ON BIDDING: Higher program rates or better.

AD LINES: "Debbie Reynolds Provides Fun For The Whole Family"; "The Wild And Woolly West Was Never Like This"; "Guns . . . Gals . . . And Lots Of Fun."

UNITED ARTISTS

Pocketful Of Miracles

COMEDY
136 M.

United Artists
(Panavision)
(Technicolor)

ESTIMATE: Fine entertainment.

CAST: Glenn Ford, Bette Davis, Hope Lange, Arthur O'Connell, Peter Falk, Thomas Mitchell, Edward Everett Horton, Mickey Shaughnessy, David Brian, Sheldon Leonard, Peter Mann, Ann-Margret, Barton MacLane, John Littel, Jerome Cowan, Jay Novello. Produced and directed by Frank Capra; associate producers, Glenn Ford and Joseph Siström.

STORY: Back in the 1930's, characters who could be found on Broadway include Glenn Ford, a handsome bootlegger and head of his own gang which includes Peter Falk and Mickey Shaughnessy. Ford believes that the apples provided him by derelict hawker Bette Davis, who controls the beggars of the area, give him luck. Ford's girl friend, Hope Lange, who manages a successful night spot, wants Ford to leave New York, marry her, and go straight when the repeal of prohibition looks as though it might put him out of business. He is thinking of tying in with Chicago syndicate overlord Sheldon Leonard, who comes to town looking for someone to head the New York end of the operation. Ford, seeking an apple for luck, finds Davis in a drunken stupor and gets the news that her young daughter, Ann-Margret, is returning after years abroad. It seems that Davis has been posing as a wealthy socialite residing at a fashionable hotel. The girl is also bringing her fiancée, Peter Mann, and his father, Count Arthur O'Connell, for a visit to Davis and her distinguished stepfather, who exists only in the Davis letters. The beggars, who have been helping to support the child, and Lange persuade Ford to help, pointing out that he has been one of the child's supporters because he has been paying heavily for Davis' apples. He sets Davis up in a penthouse while a friend is away and persuades butler Edward Everett Horton to remain. The proper people are used to transform Davis into a regal looking socialite and "judge" Thomas Mitchell is persuaded to abandon his poolroom haunts to become her husband. The visitors are duly impressed, with the press bypassed. When some reporters get nosy, they are lock-

ed away in closets. The Count proposes that a giant party be given before he sails where he can meet the cream of New York society at which time the engagement can be announced formally. Ford and Lange try to draft the various characters into tuxedos for the party, but it doesn't seem to work out properly. Besides, the police are suspicious and won't permit things to roll as they should. The editors of the papers with the reporters missing make a fuss with the authorities, and Ford is under suspicion. He agrees to turn up the missing newsmen if he will be permitted to bring off the party. He finally tells the commissioner and the mayor the whole story when no deal is forthcoming. The newspaper editors at a governor's reception are also informed, as is the governor, and they are all impressed by the story, agreeing to make the event a memorable one. The governor rushes his guests over, and Mann and O'Connell are really impressed. The reporters are instructed to concentrate on the engagement and forget the real story. The end finds Ford and Lange ready to marry and abandon the big town, while Davis goes back to selling apples, impressed with a belief in miracles and people as the ship sails toward Europe and happiness for her daughters.

X-RAY: This filmed make-believe is a warm, amusing, and colorful tale that's Runyonesque in plot because it is based on a story by Damon Runyon. Take a Broadway character who peddles apples along the Great White Way to theatre crowds. When her daughter, who has spent all her years abroad, comes home for a visit with her nobleman fiancée, and everyone goes out of his way to make a dream come true—this is movie magic. A sneak preview audience laughed and laughed and otherwise reacted just fine as a very competent cast performed in superior fashion, guided by quality direction and top-notch production. While the cast as a whole deserves commendation, still there are those who should be rewarded with extra mention and extra praise. This elite group should certainly include Bette Davis, Peter Falk, and Glenn Ford. A wee bit of editing might have tightened the proceedings a bit, but this is a minor fault that need not be considered too seriously. Viewers at the unscheduled showing had a fine time, and so should all who venture into theatres playing the film. The screen play is by Hal Kantor and Harry Tugend, based on a screenplay by Robert Riskin, based on a story by Runyon.

TIPS ON BIDDING: Higher rates.

AD LINES: "An Entertainment Treat For Young And Old Alike"; "The Heartwarming Funfest That's The Sensation Of The Season."

WARNERS

The Mask

MELODRAMA
83M.

Warners
(Filmed in Canada)

ESTIMATE: Novelty with some third dimensional sequences has angles.

CAST: Paul Stevens, Claudette Nevins, Bill Walker, Anne Collings, Martin Lavut, Leo Leyden, Eleanor Beecroft. Produced and directed by Julian Roffman.

STORY: Martin Lavut, an archeologist, dons a mask that has been uncovered from some ancient ruins and falls under its evil spirit which drives him to murder. He seeks help from psychiatrist Paul Stevens, and when he can't do much for him, Lavut kills himself after sending Stevens the mask. Stevens dons the mask and experiences some weird hallucinations. Seeing the effect that it has on him, his fiancée, Claudette Nevins, takes it to the museum where it belongs, but Stevens, under its spell steals it back. Under its influence, he takes his receptionist for a ride and almost strangles her but is stopped in time. He tries again another time but she escapes. He seeks the help of a

professor friend at the insistence of Nevins, but is not helped much. He finally turns on Nevins, but before he can kill her the police arrive and it is understood he is to be given needed treatment. The mask goes to the museum where it seems to attract another young man who is touring the place.

X-RAY: Since this is one of the first third dimensional-type entries in some time and because it lends itself to some extensive exploitation, it could do all right. The gimmick of using a mask which unscrambles parts of the picture can be an added angle. The cast is composed of unknowns who are fair in their roles, and direction and production are okay. The technical material has been done well enough. The very young may find the horror sequences frightening. The script is by Frank Taubes and Sandy Haber. Unlike other third dimensional films, this uses only one print and conventional projection since all of the hocus-pocus is in the print.

AD LINES: "A Thrilling Experience In Horror"; "Be Prepared For Nightmares That Invade The Theatre When You Wear The Mask"; "Put The Mask On Only If You Dare Face The Horrors of Another World."

MISCELLANEOUS

Creature From The Haunted Sea

COMEDY MELODRAMA
60M.

Film Group

ESTIMATE: Program filler does not jell.

CAST: Anthony Carbone, Besty Jones-Moreland, Edward Wain, Edmundo Rivera Alvarez, Robert Bean, Sonya Noemi. Produced and directed by Roger Corman.

STORY: International racketeer Anthony Carbone, his gun moll Betsy Jones-Moreland, and several of his gang members help a small band of loyalists steal the treasury of a revolution torn island and get away on his boat. Carbone plans to create a mythical sea monster that will supposedly be responsible for the Latins' deaths as he steals the money. Things go wrong, however, when a real sea monster shows up. Not knowing the Latins are skin divers, Carbone sinks his boat in 30 feet of water, intending to get the treasure later. The whole group lands on an unpopulated island and use this for a base, as they search for the gold. The monster, however, picks them off one by one.

X-RAY: This mish-mosh contains a little bit of everything. It is more horrible than intended and in more ways than one. Producer-director Corman, evidently seeing how badly things were coming out, decided at the last minute to give this a comedy treatment which by use of crazy animated cartoons in the lead titles and the employment of some music by Fred Katz of a humorous nature, give things a bit of a lift. The Monster, too, is cute. However, there is really nothing funny about any of the action which embraces horror, revolution, killings, etc. A big asset of the film is the sexiness of Betsy Jones-Moreland. We suppose this thing has exploitation possibilities and will lure the impressionable, but with very little production value, it definitely lacks direction and acting. The screenplay by Charles Griffith is unbelievable.

AD LINES: "Fear and Fright; Mystery and Death; Unknown Thrills"; "What Was The Secret Of The Haunted Sea?"

The Devil's Partner

MELODRAMA
70M.

Film Group

(Huron Production)

ESTIMATE: Dualler deals with the supernatural.

CAST: Edwin Nelson, Jean Allison, Edgar Buchanan, Richard Crane, Spencer Carlisle. Produced by Hugh M. Hooker; directed by Charles R. Rondeau.

STORY: Edwin Nelson, nephew of a recently dead, elderly, eccentric goat breeder, arrives in small Texas town, and soon the townspeople realize he has as many, albeit different, peculiarities as the dead old man. Nelson tries to ingratiate himself with everyone and even loans money to gas station owner Richard Crane so he can marry Jean Allison, daughter of physician Edgar Buchanan. Peculiar things continue to happen. Crane's dog turns on him, leaving his face badly scarred. The town drunk is found trampled to death by a horse. Buchanan and a law officer suspect Nelson and visit the shack in which he lives. They see him slaughter a goat, draw a hexagon on the floor with its blood, and mutter strange incantations. Crane, because of his disfiguration, turns against his friends and Allison, who finds that Nelson is more than willing to take Crane's place in her life. On another visit to Nelson's cabin, the sheriff kills a large snake, which changes into Nelson. A priest is called to minister to the dying man, and slowly the devil, who has been controlling the soul and actions of this man, is exorcised.

X-RAY: Although satisfactorily produced and nicely enacted by its small but competent cast, this suffers from a most unbelievable script by Stanley Clements and Laura J. Mathews. There is action enough for the non-discriminating dualler spots, but caution should be exercised in the selling lest the film be totally misrepresented.

AD LINES: "Half Man, Half Beast, He Sold His Soul For Passion"; "Not Recommended For Those Who Are Easily Shocked."

Secret File Hollywood

Melodrama
84M.

Crown-International

ESTIMATE: Fair blackmail meller for duallers.

CAST: Robert Clarke, Francine York, Syd Mason, Maralou Gray, John Warburton. Produced by Rudolph Cusumano and James Dyer; directed by James Dyer.

STORY: Private detective Robert Clarke loses his license, and being broke accepts an offer from Francine York to work for her magazine, "Secret File: Hollywood." He takes pictures of director John Warburton in a compromising position with starlet Maralou Gray. York tries to work her blackmail on Warburton, then double crosses him, and publishes the photo anyway. As a result, the director's wife commits suicide. In the ensuing police investigation, Gray is cleared. Clarke agrees to work undercover for the police, who know York is only working for "Mister Big." York is found murdered. Clarke, by way of some tapes on which York had received some instructions, traces the murder to a radio commentator, who also is the "head man" for the magazine.

X-RAY: This economically made meller promises more sensationalism than it delivers. It shapes up as an okay dualler competently enacted by cast of little name value, and nicely enough produced and directed. The film, possibly recognizable as an expose of such magazines, moves right along and holds the interest as it unwinds. Story and screenplay are by Jack Lewis.

AD LINES: "Scandal Mag Exposed!"; "Daringly Takes You Behind The Studio Gates."

The 7th Commandment

Melodrama
82M.

Crown-International

ESTIMATE: Sordid blackmail meller for dualers.

CAST: Jonathan Kidd, Lyn Statten, John Harman, Frank Arvidson. Produced and directed by Irvin Berwick.

STORY: Jonathan Kidd suffers amnesia as the result of an automobile accident in which he believes the driver of the other car is killed. He is picked up by traveling evangelist Frank Arvidson under whose tutelage he, too, becomes an evangelist. His girl friend, now on the skids, Lyn Statten, who is living with John Harmon, learns that Kidd is an evangelist and threatens him with blackmail.

(Continued on page 4884)

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The 7th Commandment

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Not satisfied with this alone, she gets Kidd into a drunken stupor and marries him in a phony ceremony. When he comes to his senses, Kid tries to drown her. She survives and returns to her apartment, where she finds Harmon sleeping off a drunk on her bed. Thinking this is Kidd, she kills him. Quickly discovering her mistake, she rushes to Kidd's apartment planning to murder him. In a struggle over the gun, he wrests it from her, and strangles her to death. From a newspaper clipping in her purse, he learns he didn't kill the man in the accident. He dies of a heart attack.

X-RAY: This economically produced blackmail meller should get by as part of the dualers. Lyn Statten gives a satisfactory performance as the harlot, but Jonathan Kidd chews up the scenery as the evangelist. Production and direction are passable, but the attempted murders, murders, etc., make things pretty sordid and remove this from the kiddie class. Jack Kevan assisted producer-director Berwick with the screenplay.

AD LINES: "The Tragic Story Of An Illicit Love"; "You Be The Judge—Did They Violate The 7th Commandment."

FOREIGN

The Green Mare

COMEDY DRAMA
93 M.

Zenith International
(French-made)
(English titles)
(CinemaScope)
(Eastman Color)

ESTIMATE: Off-beat import should cause stir in art and specialty spots.

CAST: Bourvil, Sandra Milo, Francis Blanche, Yves Robert, Valerie Lagrange, Mireille Perrey, Carette Guy Bertil, Georges Wilson, Marie Mergey. Produced and directed by Claude Autant-Lara.

STORY: French horse dealer becomes famous when a green mare is foaled on his farm, and he's wealthy by the time he dies. He leaves two sons, Bourvil, happy go-lucky, and Francis Blanche, said, nervous veterinarian. When war breaks out with Germany, Bourvil does some sniping when the enemy approaches. When they get close, he and his friend, Guy Bertil, take refuge in the Bourvil farmhouse. They are observed by neighbor Yves Robert, who sends the pursuing Germans into the house. The two have taken refuge under Bourvil's mother's bed and they are forced to listen as the German officer decides to rape Bourvil's mother. Bourvil never forgets it and waits for a chance to get even with Robert without letting the world know what happened to his mother, who has

died. The secret is well kept since Bertil also dies. Bourvil, plans on seducing the neighbor's daughter, Sandra Milo, when she returns from Paris. His brother, not knowing of Robert's actions years ago, supports Robert for the position of Mayor when the incumbent is on his deathbed. To offset this, Bourvil tells him of his mother's indignity. Shocked, Blanche returns home and writes Robert a letter recounting the whole thing. This is lost and every one assumes that Robert got hold of it. Meanwhile, it develops that Bourvil's older daughter is in love with Robert's son. The letter turns up not having been in Robert's possession at all, but Bourvil uses this as an excuse to rape Robert's wife, who doesn't mind. It looks as though the future will be less complicated for the two families. Or will it?

X-RAY: The subject of rape may be widely accepted in Europe as a means to a humorous end, but how acceptable it will be here is something else again. The film is well done and there are a number of humorous moments to be found, but on the whole, the subject matter is not one for general levity and inspires distaste instead. Performances, direction, and production values are good with the film enhanced by the use of color and CinemaScope. The film may have a curiosity value among adult art house patrons which could result in some better business. The screenplay is based on the novel by Marcel Ayme.

AD LINES: "The Film That's Causing A Sensation"; "Sex Runs Rampant On The Wide Wide Screen."



EXPLOITATION

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NOVEMBER 8, 1961

SECTION THREE
VOL. 66, No. 22

Individual ACHIEVEMENT CITATIONS have been issued for each of these:

G | STUNTS-BALLY

NUMBER G40

101 Stunts For 101 Dalmatians

THEATRE: Gaumont

ADDRESS: Bournemouth, England

MANAGER: C. K. Watts

One hundred and one different items of publicity was the target I set and achieved for Walt Disney's "One Hundred and One Dalmatians." The campaign was carried out to a large extent by members of my staff. Some were so interested that they gave up their spare time to help with a carnival float, street stunts and window displays. The local press were inundated with the stories and pictures and though many did not appear I exceeded 101 inches of free editorial.

Our float in the carnival process stole the show. A truck was loaned by a haulage contractor with whom we deal for the cost of the gasoline. This was decorated with plugs and cutouts and manned by my staff dressed as dalmatians and characters in the film. It is estimated that 30,000 lined the five mile parade route.

In one street stunt two models took their 'dogs', also models, for a walk around the shopping centre distributing overprinted balloons to children. In another street stunt, worked in conjunction with the Christchurch Times, a pretty usherette wearing a 'Gaumont' sash gave five tickets to those who challenged her correctly. She was, however, so mobbed that she had to make her journey by car, making brief stops at each place she had to visit. This proved a most worthwhile stunt.

The Peoples Dispensary for Sick Animals Fete provided another natural way from the theatre stunt. Here we had models in dalmatian costumes on parade, contest to guess the number of spots on a dalmation a blind-fold "pin-the-tail" on a dalmation contest for kids and dozens of Disney ballons bearing credits.

A successful foyer stunt consisted of a display reading "See Who Is Coming Here Next Week." Patrons pulled a sprung blind to find a plug for the movie and a reflection of themselves in a hidden mirror.

A tie-up with a model agency provided bikini beauties to pose with dalmatians for an amateur photographers' contest in the circle foyer. An engraved silver cup was presented to the winner.

Innumerable window displays were effected covering radio, TV, ceramic dalmatians, the 101 Gift Shop, books, records, photographic equipment, music, toys, etc.

NUMBER G41

Mystery Night And Crazy Night Draw

THEATRE: Florence

ADDRESS: Florence, S.C.

MANAGER: Floyd Gainous

Periodically we hold a 'Mystery Night' or 'Crazy Night' at the drive-in. On 'Mystery Nights' two features are booked but we do not divulge the titles although we guarantee



Harold Brason, manager, Dave Milgram's Fox, Philadelphia, is seen with the cute model used to exploit Columbia's "Devil At Four O'Clock." Dressed in a fire-red devil's costume the young lady handed out little packets of "cooled" lava from the fiery volcano met by Spencer Tracy and Frank Sinatra in the film.

that the customer will enjoy them both.

On "Crazy Nights" we advertise that any-

thing can happen: running picture upside down; a cartoon inserted in the middle of the feature; and, in general, 'Anything can happen; and most of it does.' This is carried through by our selling selected concession items at ridiculously low prices; the giving away of a set of tires 'guaranteed to fit something'; Wrapping hot dogs in dollar bills; free chicken dinners, which are in effect 10 big boxes of popcorn (CORN) etc.

We have an arrangement with a local laundry to have their shirt cards imprinted with our ad, giving copy to the laundry as well, and with the added copy "Save this shirt card. Five of these cards and (amount usually charged on passes) will admit you to see (title of picture). The laundry gives us 10 cents for every card redeemed, which pays for cost of printing.

Recently we promoted the use of the house for a local dance recital. We received a flat fee for use of the theatre with advertising paid for by the dance studio including giant window cards. The concession stand business was great and we also made some money on a program we put out for them. This is a great local feature for any theatre having a stage.

On American-International's "Konga" we took advantage of the new 12-sheet and made a giant cut-out of "Konga" that measured 14 feet tall, which was used in lobby



So this is Paris. For the Chicago opening of United Artists' "Paris Blues" at the Roosevelt, a French cafe was set up in front of the theatre on busy State Street, complete with checkered tablecloths, candles, and French pastry served by a quartet of models wearing Apache-type costumes. Music was supplied by an accordionist, and there was an artist on hand busy painting his "masterpiece." Props such as miniature Eiffel Towers, flags, etc., were lent by Air France.

weeks in advance of playdate. Then, we had a photographer take a picture of the cut-out and a shot of main street and superimposed this and used it for our opening newspaper ad, creating much publicity.

NUMBER G42

D. J.'s Help Launch Film

THEATRE: State

ADDRESS: Lebanon, Pa.

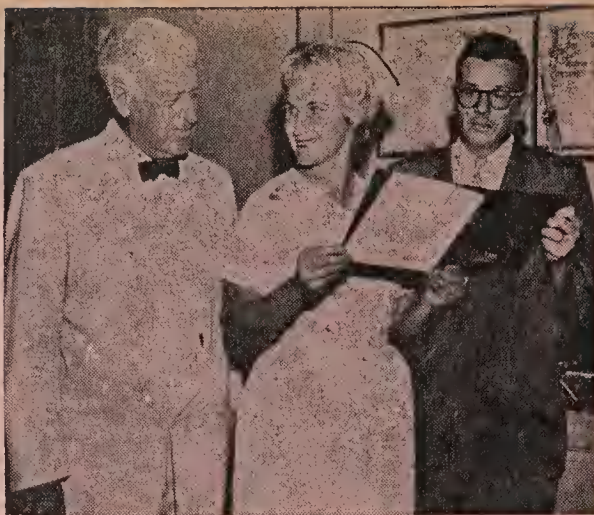
MANAGER: James E. Cole

On 20th Century-Fox's "Voyage To The Bottom Of The Sea" we set up an eye-catching lobby display back of the snack bar utilizing the book, records and colored stills from the picture. This was up three weeks before play-date; and for the same length of time we played the "Voyage" record over the public address set before and after each show.

In the immediate downtown area we passed out 1,000 heralds one week before play-date; while two contests were worked out, one with WLBR's 1270 Club. This was a mystery artist contest centering on Frankie Avalon and the theme record. The response was good and the prizes were passes to see the picture, of course.

To give our opening a push, we had three disc jockeys from WLBR come down to the theatre from seven to nine p.m. to greet the public and help us launch the picture. Each of the boys had a job to do at the theatre and it went this way: Mickey Santora booked your passage for the "Voyage" at the box-office; Don Mowery greeted you at the gang plank in his own seafaring style; while you were invited to buy your rations from Richard S. Paul at the galley snack bar." This was advertised in the newspaper with pictures of "the personality three"; and also on a 40x60 made up for our lobby.

The cost for the three fellows was \$15 and in return we received about 10 times that in free radio time as they really went to town and plugged the picture. In fact, my radio spots which run a minute were extended to two and a half minutes gratis. They also plugged the theatre every time they played the record, "Voyage To the Bottom Of The Sea." This was also backed up by a large newspaper, radio and TV campaign.



Doctors William Moloney, Sr., left 87, and William Gerlach, 27, the oldest and youngest practicing physicians in Los Angeles, check a program for United Artists' "The Young Doctors" at a recent preview. With them is nurse Bonnie Norton, selected as hostess for the evening by the young doctors of Central Receiving Hospital.

NUMBER G43

Old Street Bally Helps Drive-In

THEATRE: Skyview Drive-In

ADDRESS: Brockton, Mass.

MANAGER: Harold H. Gleken

We recently reached way down in the bag of exploitation tricks and came up with a gimmick which should stir up considerable interest in any drive-in situation.

We came up with a gentleman named Russ Burgess, who put on a mind reading performance at the drive-in; but as an added attraction performed an added stunt as street bally. A black sack was placed over his head and he did a blindfold drive from the local newspaper office down Main Street a distance of three miles to the drive-in. In order to secure clearance we got the approval of the city manager and the chief of police. The city editor of the newspaper was contacted and we secured a fine story on this feat. Two police cars with four local inspectors followed the drive. The stunt was accomplished perfectly. Signs were made up and notices posted to inform the public.

This stunt proved very helpful to our business.

Commercial Tieups For "Bachelor" Bow

PHILADELPHIA—One of the largest exploitation campaigns ever undertaken for a motion picture here is bringing news of Metro-Goldwyn-Mayer's "Bachelor in Paradise" to the entire Philadelphia metropolitan and suburban area. Key to the massive campaign is the group of commercial tie-ups with leading national products.

Hires Beverage Company is distributing thousands of standees, featuring Bob Hope, in stores and supermarkets throughout the Philadelphia territory. Displays, including eight feet high standees, are attracting exceptional attention. Sixty trucks are bannered with "Bachelor in Paradise" credit, spreading the news of the comedy to additional hundreds of thousands.

Trans World Airlines is saluting the premiere with posters in their sales offices and in thirty travel agencies in the downtown sections.

Samsonite Luggage, through four top dealers, is displaying photographs of Bob Hope with major credit for "Bachelor in Paradise."

The Serta Mattress Company has arranged a huge in-store display in Stern's Department Store, a focal point for downtown promotion.

The Penn Fruit Company is tying into the premiere with an unusual promotion. They will run a "Bachelor in Paradise" contest with the prize consisting of a supermarket shopping spree to pick up—free—as many Penn Fruit products as possible within a specified time. The contest will be heavily publicized through radio.

Over 100 Philadelphia bowling alleys are running the "Lana Turner Bowling Sweepstakes" in cooperation with Brunswick Corporation and MGM. Posters are up in all the bowling centers and the tie-up is a result of a scene in the picture that shows Lana and Bob Hope bowling.

To keep on top of the news, MGM has ar-

(Continued on page EX-363)

THE NEW 1961

"Showman-of-the-Year"

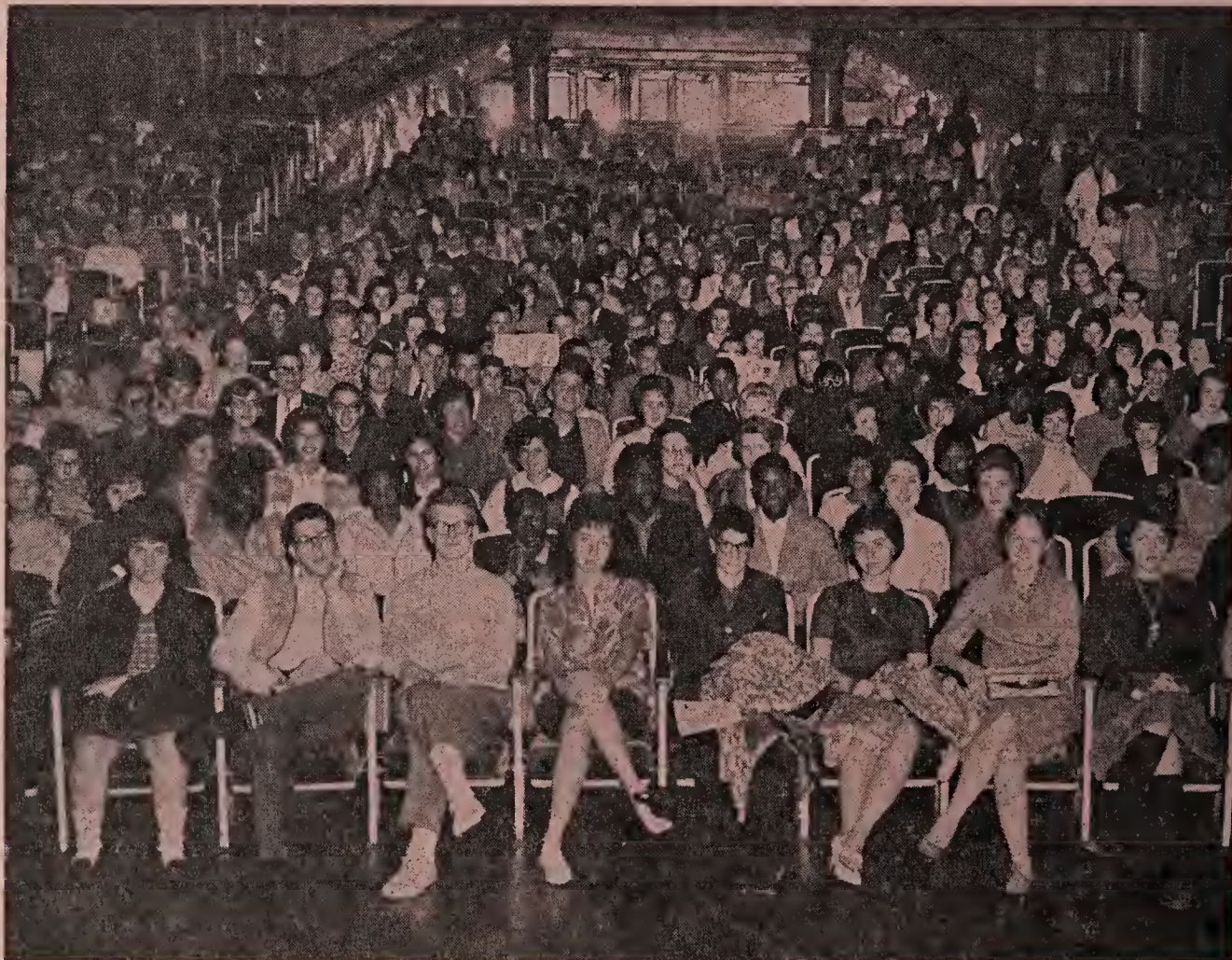
CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation. And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to a Board of Judges for their individual study and their personal choice of the BEST THREE. A minimum of

\$30000 IN PRIZES

will be awarded to the three "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Penna.



A student press preview of Columbia's "The Devil At 4 O'Clock" was held on a Saturday morning at the Grand Circus, Detroit. Invitations were distributed to student editors of school papers at local high schools and colleges. Prizes were given for best reviews written.

AUTHORESS ON TOUR FOR BIOFILM

Gwen Terasaki, authoress of the book upon which the film, "BRIDGE TO THE SUN", is based, recently made personal appearances in Tulsa, Okla., as part of the promotional activities for the MGM film.



Mrs. Miller, superintendent of libraries in Tulsa, greets Mrs. Terasaki at the airport.



Mrs. Terasaki autographs her book for literary groups in Tulsa at a party in Vandeverrs, where tea was served.



Mrs. Terasaki is seen with Mrs. Earl Snyder, owner, Orpheum, at a press luncheon at the Harvard Club of Tulsa.



While in town, the authoress was interviewed in several different manners, including this mobile interview with KRMG.



Yet another autograph session took place in the lobby of the theatre prior to the sneak prevue of the film.



The lobby of the Orpheum was decorated in oriental style with the art done by the assistant manager of the theatre.

"Far-Out" B'way Bow For Spooky "Mask"

NEW YORK—"The Mask," a Warner Bros. thriller which is the first motion picture to include sequences filmed in the depth-dimensional process, began its world premiere engagement at the Warner on Broadway.

Billed as a "Spooktacular World Premiere," the opening-day festivities featured five leading New York disc-jockeys broadcasting their WINS programs in person from the lobby of the theatre throughout the day.

Highlighting the "far-out" festivities were a variety of other live attractions in the lobby: a girl with a transparent head; an incredibly shrunken lady, only three inches tall; a gravity-defying girl who floats in the air; a young lady whose head is chopped off before viewers' eyes and another young lady with beautiful head and legs but no torso. These attractions were continued three days.

On exhibit in the Warner lobby was some of the unusual ritual masks collected by world-traveler Jim Moran in connection with the film drama about an ancient ceremonial mask that brings grotesque fantasies to anyone wearing it. These fantasies were visible to members of the audience through masks of their own, which they received from the theatre. One hundred audience masks bore lucky marks, entitling the patrons to free Warner Bros. record albums.

COMPANY ASSISTS

A CONTINUING national promotional tie-up between Universal-International and Bolex Cameras built around Ross Hunter is being centered around "Back Street." Bolex has prepared a special 20-page brochure titled "Ross Hunter Reveals Top Secrets Of Hollywood Movie-Making." It is prepared exclusively for home movie-makers by Bolex in cooperation with U-I and also contains a special recorded message by Hunter, which can be played on a record player. The brochure is part of the extensive promotional material prepared by Bolex and is available to their local dealers to enable them to tie-in with local theatre showings of the film.

COLUMBIA has affected a tie-up with "Dr. Pepper," nationally known soft drink, involving their selling slogan "Drink at 10-2 and 4 o'clock, but arranging for an adaptation of the regular advertisement, declaring: "Feel Like The Devil At 4 O'Clock? Perk Up With Dr. Pepper At 10-2 and 4 O'Clock. Beat That Devil At 4 O'Clock Feeling!" The campaign has already been used successfully in two major playdate situations, San Francisco and Houston. In San Francisco, more than 10,000 bottle-neck hangers carrying the slogan plus credits for the Eastman Color adventure drama and the St. Francis Theatre's name were distributed. In addition, special point-of-sale art material is used and huge delivery truck signs bearing credits and playdate information have been displayed.

THE PYROFAX GAS CORPORATION is sponsoring a \$22,000 baking contest for teen-

1961 EXPLOITATION INDEX

(For Index to 1960 Exploitation please refer to page EX-284, Dec. 21, 1960)

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agers in cooperation with Warner Brothers featuring Troy Donahue and Connie Stevens. young stars of "Susan Slade." With the slogan, "Bake Your Way Toward You B.A.," the contest will offer 117 prizes, including three \$1,500 college scholarships plus \$500 cash bonuses, and 15 Caloric Ultramatic Ranges. Contestants will be required to submit their favorite recipes for baked goods and to submit essays in 100 words or less on "Why I Want To Go To College," to essay judges, Pyrofax Gas



Producer-director William Castle, left, is interviewed by Freddy Robbins during his personal appearance tour of RKO Theatres in the New York area playing his latest Columbia thriller, "Mr. Sardonicus." Castle made stage and lobby bows to help promote the film.

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Teen-Age Baking Contest, P.O. Box 195, New York 46, N.Y. Local bake-off contests will be held this month and regional grand finals in Albany, N.Y., on Dec. 2; Indianapolis, Ind., Dec. 9; and Raleigh, N.C., on Dec. 16. To publicize the contest, Pyrofax has distributed "Hot News" kits containing window banners, counter cards, official entry blanks, ad mats, news releases, bulletin board posters, etc. Also, the company has been mailing entry blanks to all Pyrofax customers, ads have been taken in national magazines and press, radio and TV coverage has been arranged. Posters of the stars of the film will be seen in theatre lobbies and record shops. They also have made a radio transcription telling the story of the contest.

"BACHELOR" TIE-UPS

(Continued from page EX-362)

ranged a promotion with the Bargains of All Nations Shopping Center. Jim Hutton, who will be making a personal appearance for the premiere, will join a local family in stocking food for a fallout shelter. Wide press, radio, and TV coverage is expected for the news event, one of the highlights of Hutton's Philadelphia trip.

Another group of displays will involve the Webcor dealers. They will also feature photographs of Bob Hope, this time with Janis Paige using the Webcor tape equipment. Full credit will be given to the Ted Richmond production.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 North Broad St., Phila. 7, Pa. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combination. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 346 West 44th St., New York 36, N. Y.

KIDDIE RIDES

KIDDIE RIDES FOR SALE: TINKERTOWN TROLLEY—Heavy service ride—5 used Units—\$395. each, 1 new unit \$995. All complete with track in good condition. Seats 8 children, car speed 3 miles per hour. Can be seen in Northern New Jersey. Call or write: EASTERN MANAGEMENT CORP., 24 Commerce St., Newark, New Jersey, Market 3-4972.

NEW EQUIPMENT

SUNPROOF, RAINPROOF MASONITE MARQUEE LETTERS, fit all signs. Sample free. Black or red, 4"—40¢; 8"—60¢; 10"—75¢; 12"—\$1.00; 14"—\$1.50; 16"—\$1.75; 17"—\$2.00; 24"—\$3.00 (10% discount 100 letters, or over \$60.00 list). S.O.S., 602 W. 52nd, New York 19.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 160 Hermitage Avenue, Nashville, Tennessee.

THEATRES FOR SALE

NORTH THEATRE, Danville, Virginia. Built and opened in 1947. 609 seats, parking lot adjoining theatre. Owner LEONARD LEA, Danville, Virginia.

THEATRES FOR BINGO. Florida, Oklahoma, Vancouver region. Theatres required. BOVILSKY, 34 Batson Street, Glasgow, Scotland.

USED EQUIPMENT

AUTOMATIC CHANGEOVERS, (less switch), Pair \$24.95; 2000' Film Cabinets new Stern-made, per section \$1.95; 3 Speed Nonsync Turntables \$14.95; 16" upper Simplex magazines \$4.95. S.O.S., 602 W. 52nd, New York 19.

HERTNER 70/140 generator, latest model, reconditioned, complete, \$475.00. Hilux Val anamorphics \$245.00 pair; Simplex X-L mechanisms, beautifully rebuilt, \$1150.00; Century intermittents, rebuilt \$79.50; Thousand other bargains. STAR CINEMA SUPPLY, 621 West 55th Street, New York 19.

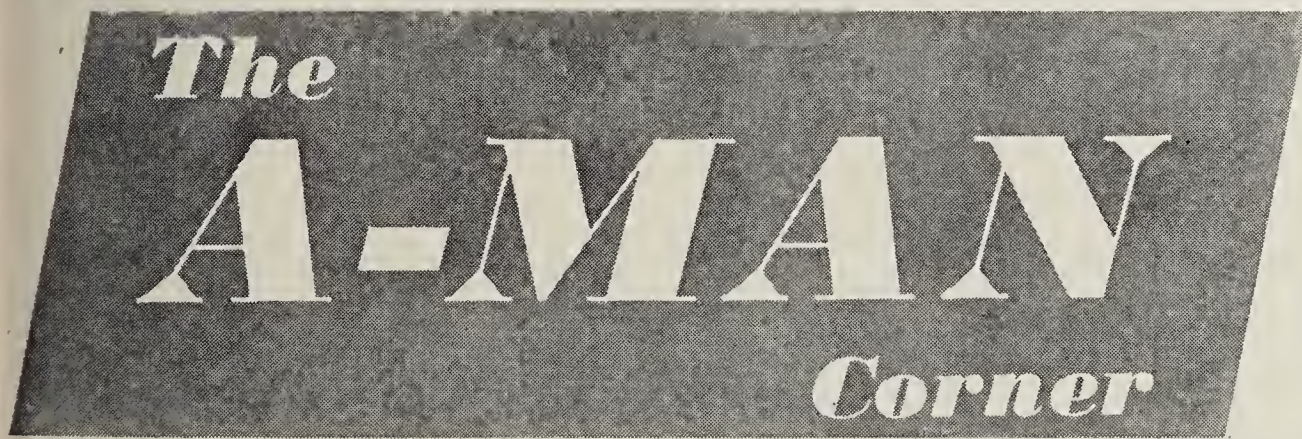
LOANERS FURNISHED FREE. Mechanisms, lenses, ticket register, movements, coin changers repaired or for sale. Contact: GARDNER THEATRE SERVICE, INC., 2831 North Clark St., Chicago 14, Illinois. Phone BU 1-0591.

WINDOW CARDS

WEEKLY THEATRE and DRIVE-IN CARDS. 100—14 x 22—\$6.00. All colors. Other prices and sizes on request. 1,000 Passes printed FREE with your first week's order! WINN PRINTING, 5809 Woodland Avenue, Philadelphia 43, Pennsylvania.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia 7, Pa.



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address. Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

ASSISTANT MANAGER or projectionist, 22 years old, 10 years experience, single, sober and reliable. Will go anywhere. BOX C91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

MANAGER WANTED for drive-in theatre in metropolitan New York. All year operation. Give experience, reference, age and salary desired in first letter. BOX A91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

PRESTIGE LONG ISLAND Circuit needs crackerjack manager; knowledge all phases theatre operation a must; right man gets in on ground floor of growing outfit. Replies strictly confidential. BOX B91, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

MAN WANTED to manage Uptown Theatre, Harrisburg, Pa. Send all information including experience, salary wanted, etc. to MARK RUBINSKY, P.O. Box 1165, Harrisburg, Pa. (91)

WANTED: PROJECTIONIST—indoor theatre in winter; drive-in summer in Southwest Kansas. Needed at once. NORTHROP THEATRE, Syracuse, Kansas. (118)

THEATRE MANAGER, single, 30 years independent and Warner's chains experienced all phases theatre operation, advertising, publicity, exploitation including concession. Prefer Boston, New England, New York or New Jersey territory. BOX A1025, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.

YOUR NEW 1962 ANNUAL BOOKING CALENDAR Will be mailed to you with your copy of next week's (November 15) issue of MOTION PICTURE EXHIBITOR

Yes . . . I want my own
personal copy of

MOTION PICTURE EXHIBITOR

every week!

\$2.00 FOR ONE YEAR

\$5.00 FOR THREE YEARS

Name

Title

Address

Clip and Mail Today to

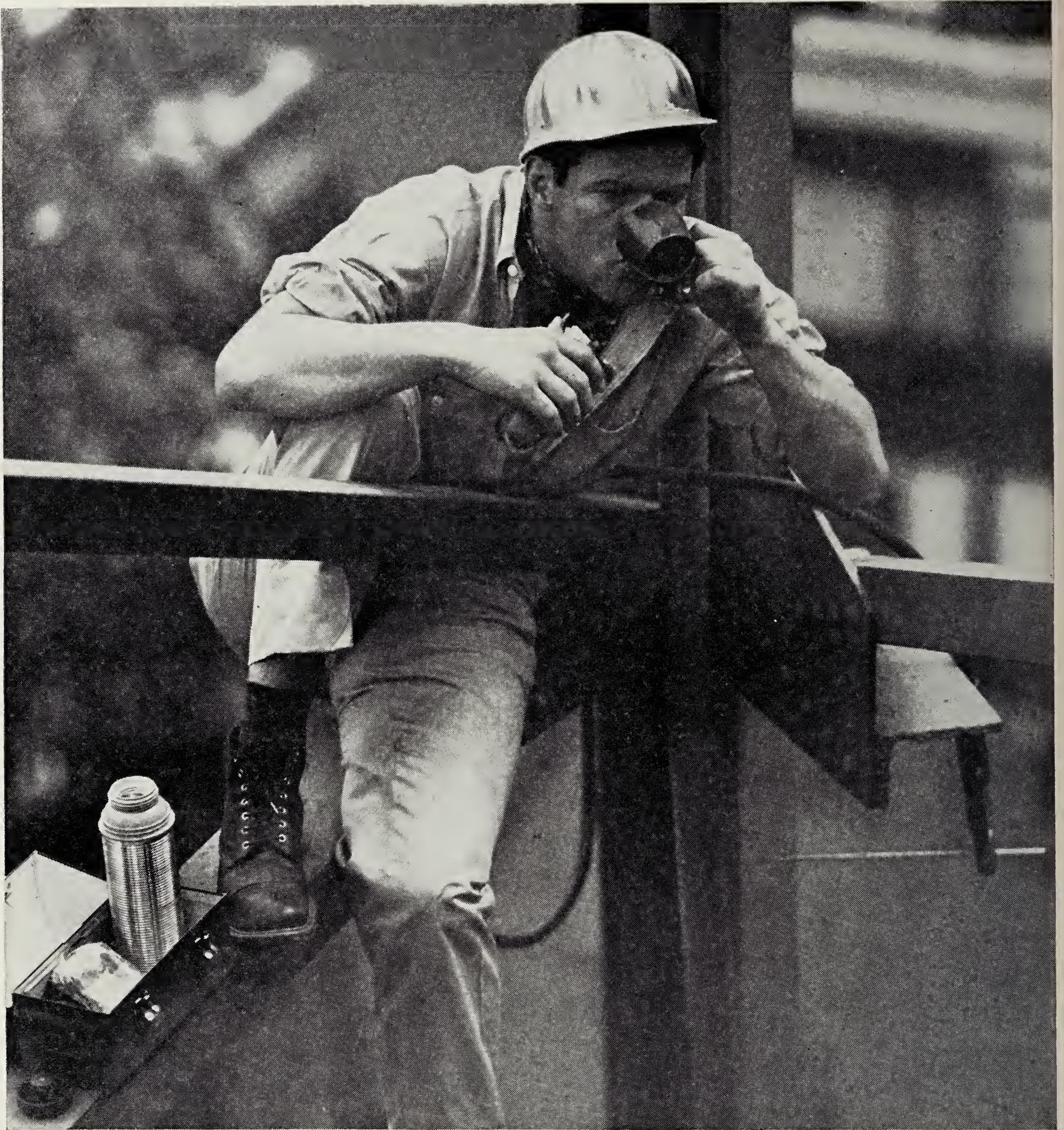
317 N. Broad St.

Phila. 7, Pa.

Address all
correspondence to—

The A-MAN Corner

{ Motion Picture Exhibitor
{ 317 North Broad St., Phila. 7, Pa.



“TAKE CHANCES?” “Not I,” said the ironworker. “Nor I,” added the photographer who made the shot. And right they were—especially the photographer, because with him the pattern of success certainly is “*Take no chances . . . always load with Eastman Film.*” For example, if it’s black and white: Load with the new Eastman Double-X. High speed! Fine-grain characteristics! Added depth! Excellent resolution! Plus the advice and cooperation of the Eastman Technical Service. For more information, write Motion Picture Film Dept.,

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division, 342 Madison Avenue, New York 17, N. Y. • **Midwest Division**, 130 East Randolph Drive, Chicago 1, Ill. • **West Coast Division**, 6706 Santa Monica Blvd., Hollywood 38, Calif.

Or—for the purchase of film: **W. J. German, Inc.** Agents for the sale and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

MOTION PICTURE

EXHIBITOR

Plus...

**SHOWMEN'S
TRADE REVIEW**

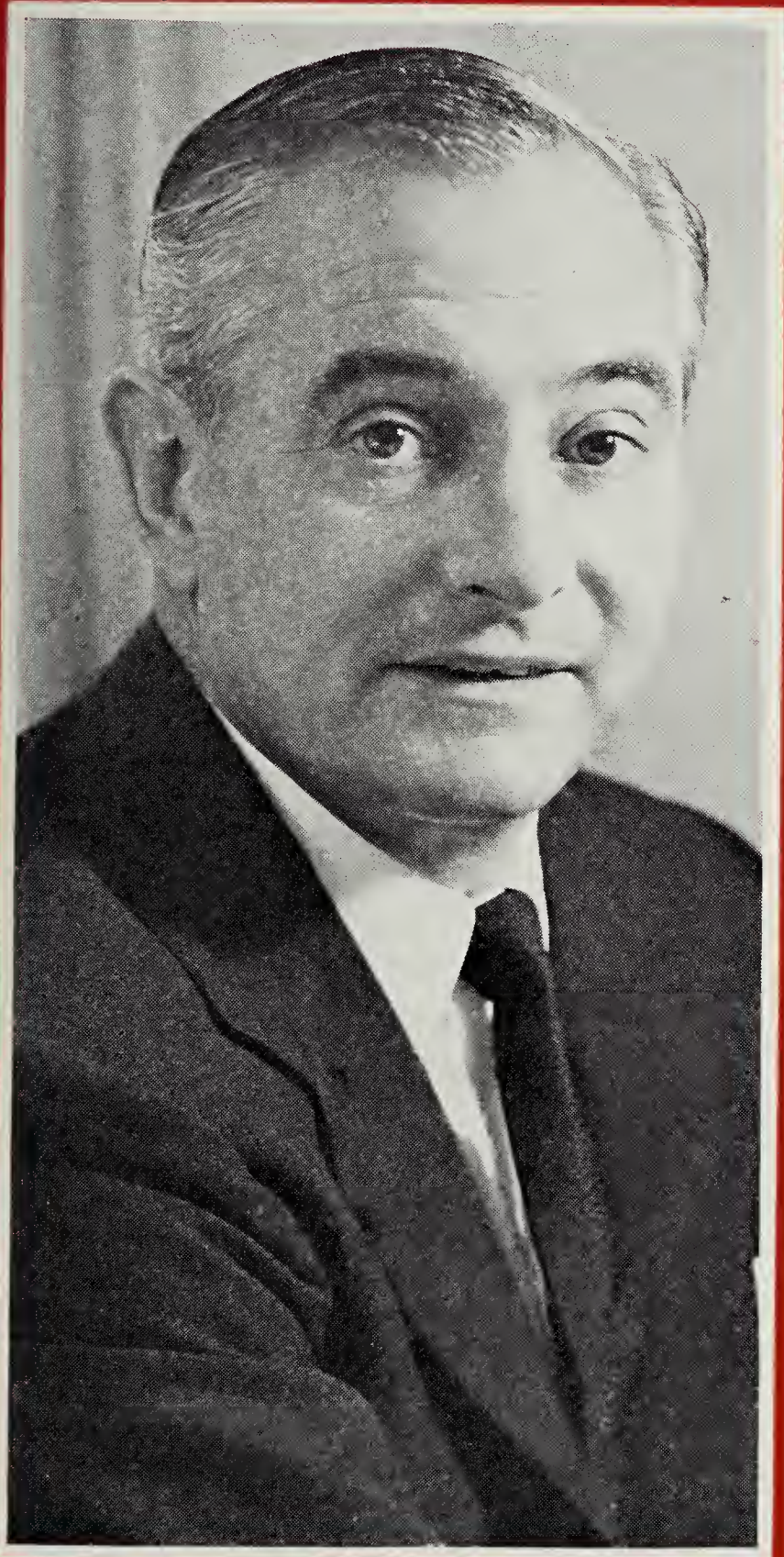
Founded in 1933 by
CHARLES E. "Chick" LEWIS

NOVEMBER 15, 1961

Volume 66

Number 23

IN TWO SECTIONS • THIS IS SECTION ONE



New "Hoosier Plan" Seen Boxoffice Aid

(See Page 8)

Physical Theatre- Extra Profits Dept.

James Carreras, head of Hammer Films, London, recently concluded a deal with Universal to remake screen horror classic "The Phantom of the Opera," and a four picture pact with Columbia. Carreras, whose grisly hits have proved popular everywhere, also serves Variety Clubs International as second assistant chief barker.

DEFLATING A POLITICAL FOOTBALL . . . see editorial—page 3

20TH IS ON THE MOVIE!

THE COMANCHEROS

Topping Last Year's Action Smash—"North To Alaska" at the New York Paramount!

THE HUSTLER

Boxoffice Whirlwind
Around the Country!

THE SECOND TIME AROUND

Selected as a
"Project" Picture!

•
Saturation in
Southern Exchanges

•
Sensational
Business — Exceeding
"Say One For Me"!



and
TENDER IS THE NIGHT
will soon join this
Box Office Parade.

43 Years of Service to the Theatre Industry

Founded in 1918. Published weekly except first issue in January and first issue in September by Joy Emanuel Publications, Incorporated. Publishing Office: 317 North Broad Street, Philadelphia 7, Pennsylvania. New York field office: 8 East 52nd Street, New York 22. West Coast field office: William M. Schary, 375 S. Crescent Heights Blvd., Los Angeles 48, Calif. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and general manager; Albert Erlick, editor; M. R. (Mrs. "Chick") Lewis, associate editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada, and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Second class postage paid at Philadelphia, Pennsylvania. Address all official communications to the Philadelphia publishing office.

Volume 66 • No. 23

NOVEMBER 15, 1961



DEFLATING A POLITICAL FOOTBALL

THE MEALY-MOUTHED POLITICIANS who parade their hopes for patronage plums under the guise of defending public morals were put in their place last week by the U.S. Supreme Court.

The High Court, in refusing to hear the state of Pennsylvania's appeal from a lower court ruling which declared censorship unconstitutional, has struck another blow for freedom of the screen as a communications medium entitled to the same rights as newspapers, books, and broadcasting.

Responsible men in the motion picture industry will exercise this freedom with taste and restraint. The screen's "lunatic fringe" of filth purveyors will do just the opposite. The motion picture industry should lend law enforcement officials every assistance in making life miserable for the fast-buck operators. Police and public alike have enough laws on the books to eliminate the hard-core pornographers from the scene.

We said on Sept. 2, 1959: "*Here in Pennsylvania under constant and persistent pressures from just one religious sect, a censorship bill drawn by a legal mind of that sect who bragged about it has passed the State Legislature; this in spite of a public resolution by no less than 33 prominent lawyers that the bill was unconstitutional.*" We predicted also that the courts would void the law.

Politicians in this case knuckled under to pressure from a

single group. MOTION PICTURE EXHIBITOR joined other industry interests in protesting the action to the Governor of Pennsylvania. We pointed out that he had been elected to serve all the citizens of the Commonwealth and to bow to the wishes of one group was certainly no way to administer the highest office in the Commonwealth.

But there were headlines to be made and political jobs to be created, so "Public Whipping Boy No. 1," THE MOTION PICTURE INDUSTRY got another good beating.

We have never favored on-screen smut. Readers of our editorial page know our position well, and they know also that we are not opposed to any religious group. We are opposed, however, to political censorship. It has all the negative qualities and none of the positive ones. Men and women whose taste and experience may well be nonexistent are asked to determine questions of taste for an entire city or state.

We hope the Governor of Pennsylvania and the law makers and law enforcement officials of Pennsylvania have learned something from the Supreme Court ruling. Even more important, we hope the general public has learned something. Perhaps now more persons will realize that the only censorship that can work is that exercised by the parent who assumes the responsibility for his child's actions.

When adults begin to behave with maturity, there will be far less reason to fear for the morals of youngsters.

WANTED—NEW IDEAS FOR NEW FACES

MUCH HAS BEEN SAID and written recently relating to new faces and how best to sell them to the paying public. One thing is certain, the normal flashing of credits on the screen does not do the job. As assistant propmen, makeup consultants and the like flash by, the star hopeful can well be lost. Even if they catch the name, the audience is hard pressed to link it with the proper face.

Many suggestions have been made, but so far little has been accomplished. The idea of using a trailer to introduce new faces has definite value, but it points up the problem that it is not always practicable to lengthen the show. The exhibitor may well find himself nailed for extensive overtime charges or forced to switch a precise schedule.

When one thinks that Paramount spent more than \$100,000 on such a trailer to introduce new faces in "ONE EYED JACKS," distributed it free, and saw it reach the screens of only 300 theatres, the magnitude of the problem becomes clear. It is not a job for any single industry faction. Exhibition must work just as hard at it as production and distribu-

tion.

Another worthwhile suggestion has been to flash the new face and name on the screen at the end of the picture. This has been done in isolated cases with success. Certainly we have all been impressed by the performance of a new personality and left the theatre wondering just who he was. Many theatres try to solve this by posting a one-sheet in the lobby listing the cast so that patrons can answer such questions on the way out of the theatre.

These are all stopgap measures, however. What is needed is a concentrated campaign on an all-industry level. Stars sell tickets, and the dwindling supply of such stars must be replenished.

Surely, with the brains in the advertising departments plus many excellent theatre operators, we should be able to come up with a workable, practical method of selling new faces.

Bob Selig currently heads such a committee, and we wish him well. But the job belongs to all of us. New faces on our screens can mean new faces in our audience.

1962 BOOKING CALENDAR

INCLUDED in this issue is your 1962 BOOKING CALENDAR. Through the years, this has been one of MOTION PICTURE EXHIBITOR's most popular features, providing everyone in

the motion picture and allied fields with a one-glance, easy to read view of the entire year.

Extra copies are available on a first-come, first-served basis.

Letters

UNPUBLISHED & THE EDITOR FROM READERS WHICH APPEAR ON THE
PAGE ARE NOT CONSIDERED MOTION PICTURE EXHIBITOR AND WE
RESERVE OURSELVES THE RIGHT TO REPLY IN ORDER TO PROVIDE A FLOW OF LETTERS

From ST. LOUIS, MO.

The motion picture industry can take pride in our industry press and if proper consideration was given to many constructive editorials our business could march forward with dignity instead of trying to defend ourselves in the courts to preserve the freedom of the screen.

Oftentimes even victories in courts result in contempt of our patrons, who abhor "sex perversion."

I congratulate you for your editorial of Nov. 1, 1961. ("Sex perversion is not entertainment").

Keep up the good work.

THOMAS JAMES

EDITOR'S NOTE: We think Mr. James makes a valid point. All the court victories can come to nothing if they result in public distaste or distrust. Comments on the editorial referred to indicate that many exhibitors share our viewpoint.

From FAIRFIELD, MONT.

I especially enjoy the editorials and letters written by other exhibitors.

MRS. ADAM LESMEISTER, Owner
Star Theatre

From FULTON, MO.

The Fulton Theatre can boast a complete refurbishing job in the balcony this fall. We spent approximately \$5,000 on a new floor, new floor covering, new seats, new lighting, and fresh paint. Every other row of seats was left out and our customers are enjoying comfort and spacious surroundings. No children are permitted in the balcony.

Our business has been gratifying considering the situation elsewhere. Of course, we are working day and night and the film companies are enjoying the fruits of our labor.

We like your publication and find it most helpful.

MR. & MRS. W. MONROE GLENN
Fulton Theatre and Fulton Drive-In

EDITOR'S NOTE: There is no substitute for hard work and good management. It is gratifying to hear that your efforts are being met with public support. Keep up the good work.

From ATLANTA, GA.

I have your acknowledgment of receipt of our check covering eight subscriptions to MOTION PICTURE EXHIBITOR.

Frankly, I don't see how you can serve a publication containing such wealth of material to the exhibitor and booker at such low cost, but I have been booking theatres for over 30 years, and the MOTION PICTURE EXHIBITOR has been my standby and guide through the years, and I refer to it repeatedly for casts and running time.

There is no doubt but what it's THE service manual for all exhibitors.

You are to be complimented for your fine trade paper and at the moment I don't know of anything that could be added that would enhance its value to the exhibitor.

CHARLIE KARR

Martin Theatres of Georgia, Inc.

EDITOR'S NOTE: We blush, but we'll still be looking for ways to serve you better.

From HANOVER, PA.

I am writing to tell you how much I enjoy reading MOTION PICTURE EXHIBITOR every week. In my opinion this is the best trade magazine in the business. I have read other trade papers but none of them can compare with the fine paper you publish.

The REVIEWS are the best to be found anywhere and the frank, honest opinion of the worth of the film is a great help in recommending what kind of films my friends should go to see.

ROBERT R. FELTCH

EDITOR'S NOTE: Thanks, thanks, and thanks again. It's a pleasure to serve you.

From ACKLEY, IOWA

Do what you can to point out that good comedies sell. By good comedies, we mean

Back Issues Of MPE Get Southern Exposure

Bob Bostwick, southern gentleman of note and vice-president of National Theatre Supply Company, tells us an interesting story of a new use for your favorite trade magazine.

Gob's nephew, Leon Roundtree, operates the Holly Theatre, Hot Springs, Miss., a town of 3,500 population. Roundtree takes his own back copies of MOTION PICTURE EXHIBITOR, together with copies that he can round up from exhibitor friends, and distributes them to doctors' offices, beauty parlors, barber shops, etc.

This gives the public an inside look at forthcoming top pictures which are headed for the Holly and neighboring houses. It also provides an insight into how motion picture people feel about the problems and triumphs of their industry.

The idea would appear to have considerable merit, particularly in small town situations. Let's face it, how many times can you read National Geographic in the grip of a toothache.

films that do not restrict comedy to the name actor, but use the entire cast and all props. Also, if the movie industry is going to cater to the smut group it can forget respectability. In most of this country, there is not enough of a smut group to support a smut industry of movies.

Your magazine seems OK.

You might push unity among exhibitors more, as there seems to be none at all.

R. H. MCGREEVY
Strand Theatre

EDITOR'S NOTE: We agree wholeheartedly and are happy to see a rebirth of the kind of comedy you suggest. We also join you in the hope that public reaction will bring an end to the smut that hurts the entire industry. We point to our editorial policy as proof that we will champion any effort to unify exhibition. A climate of mutual trust and respect is a necessity.

From HOUSTON, TEXAS

Please continue to print the truth in MOTION PICTURE EXHIBITOR editorials as you see it.

ALBERT ZARZANA
Al-Roy Theatre Company

EDITOR'S NOTE: Have no fear. We shall.

From LYNCHBURG, VA.

Will you advise if you can secure for me, or if you already have around the office, copies No. 1, 2, and 3 of "THEATRE CATALOG," which I believe was 1940, 1941, 1942.

Since I bought the first copy, which was 1945 (4th edition), I have intended each year to add the first three copies to my files. I have tracked down several leads only to discover the janitor or porter had just disposed of same in furnace.

I do not desire the expensive cloth bound jobs as all I have is red paper bound, which if taken care of is very satisfactory. Thanks for addition of THEATRE CATALOG section to the MOTION PICTURE EXHIBITOR. This is very gratifying, now that the industry does not justify the large edition as of yester-

GEORGE REAMS, JR.

EDITOR'S NOTE: Unfortunately, our copies of the catalogs in question are exhausted. Anyone who can help Mr. Reams complete his set is invited to contact him at 1707 Elm Ave., Lynchburg, Va. And a pox on any janitor or porter who would heave a theatre catalog into the furnace.

From NEW YORK, N.Y.

We would greatly appreciate it if you would send us five copies of your booklet on "THE SLIDING SCALE METHOD of Arriving At A Fair Film Pricing Formula" as it appeared in the issue of April 15, 1959. The last copy that we had in our office has been misplaced.

We found this booklet extremely helpful, and if you have any left, please accommodate us.

STANLEY SILVERMAN
Rugoff Theatres, Inc.

EDITOR'S NOTE: The demand for this booklet has been constant since its publication more than two years ago. While supplies hold out, we will be happy to honor requests for additional copies.



FILM FAMILY ALBUM

Gold Band

J. Ellison Loth, president, Waynesboro Theatres Corporation, and operator of the Wayne and Cavalier Theatres, was married on Nov. 4 to Garland P. Patterson.

Arrivals

A son, Todd Michael, was born to Mr. and Mrs. Eugene Margoluis, New Rochelle, N. Y. The mother is the former Marcia Jaffe, daughter of Leo Jaffe, first vice-president and treasurer of Columbia Pictures Corporation.

Obituaries

John Danz, 84, veteran Seattle theatre man, died after a brief illness. His company, Sterling Theatres, presently operates the Lewis and Clark, Northgate, Admiral and Magnolia, and is building a new Bellevue. Survivors are his wife, a daughter, two sons, nine grandchildren, and two great-grandchildren. His national and local philanthropies were well known.

S. A. Lacey, 57, general manager, Texas Film Service and Valley Film Lines, died in San Antonio after a lengthy illness. A 30 year veteran with the film carrier service, he started in show-business with the old Paramount Publix theatres in San Antonio. He is survived by his wife and son.

From SW's SI Fabian: An Exhibitor's Credo

HOLLYWOOD—At the reopening of the Stanley Warner Theatre in Hollywood, S. H. Fabian, president of the company was presented in absentia with an impressive citation by the Hollywood Chamber of Commerce for his "distinguished leadership" and "his faith in Hollywood and the cinema."

In a letter to R. H. Anderson, president of the Chamber, Fabian set forth his faith in the motion picture industry, stating "An Exhibitor's Credo":

"We have unbounded confidence in the future of the motion picture industry. Nothing has appeared upon the technological or artistic horizon to suggest that the motion picture theatre has lost its primacy. It is still the indispensable setting for the finest presentation of motion pictures.

"The theatre communicates an aura which is not present in any non-theatrical place of entertainment. There is a magic in sitting in a theatre seat which is not present in any non-theatrical place for entertainment. There is a magic in sitting in a theatre seat which is the exclusive power of theatre architecture, decor, and the proscenium arch. These elements embody the glamour which persuades millions around the world to go out to a movie. And as long as this allure pervades the theatre it will remain the supreme edifice for entertainment."

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., NOV. 13

AA Predicts Upturn In Big Pic Policy

HOLLYWOOD—Steve Broidy, president, Allied Artists, told a stockholders' meeting that transition of the company policy from low-budget pictures to a high budget program has been costly, but is expected to yield substantial profit during the 1962 calendar year.

Broidy approximated the loss for the first quarter of the fiscal year at \$730,000 and estimated the probable loss for the second quarter at "about half that amount." He said box-office grosses are better throughout the trade now than they have been, and prospects for the larger pictures now completed are bright.

He said "El Cid," opening as a roadshow Dec. 14, will not begin to display its greatest earning power for the company until after it has gone into general release, which will not be until its roadshow runs are completed.

Broidy denied that interests headed by Max Youngstein were negotiating for control of the company.

The stockholders unanimously voted for the reelection of all present directors. They also voted for the appointment of Price, Waterhouse and Company, as auditors.

The newly reelected directors then met and reelected all officers of the corporation.

Sunday Movies On Ballot

HARRISBURG—Two Dauphin County communities—Upper Paxton Township and Elizabethville—approved the showing of movies on Sunday at the Nov. 7 election. Upper Paxton voters favored the measure 102-99, and Elizabethville gave its approval with 201 in favor and 135 opposed.

The measures were defeated in Halifax Township, 130 yes to 236 no, and in Millersburg, by a vote of 288 in favor and 363 opposed.



BROADWAY GROSSES

NEW YORK—Several openings and strong holdovers gave Broadway first-runs a welcome shot in the arm.

"**THE COMANCHEROS**" (20th-Fox). Paramount had a strong second week with \$32,000.

"**FLOWER DRUM SONG**" (U-I). Radio City Music Hall reported \$115,000 for Tuesday through Friday with a solid \$175,000 for the first week. Stage show.

"**BACK STREET**" (U-I). Capitol announced its fifth week at \$15,000.

"**KING OF KINGS**" (MGM). Loew's State remained strong with \$38,000 for the fifth week.

"**SUSAN SLADE**" (WB). Warner reported \$29,000 for the first week.

"**SPLendor IN THE GRASS**" (WB). Victoria announced \$27,000 in its fifth week.

"**PARIS BLUES**" (UA). Astor opened first week with a good \$34,000.

"**DEVIL AT FOUR O'CLOCK**" (Columbia). Criterion had a strong fourth week with \$31,400.

"**WEST SIDE STORY**" (UA). Rivoli had another capacity session with \$48,000 for the fourth week.

Davis Fights Ad Censors

NEW YORK—Charles Levy, chairman, Motion Picture Association of America's advertising and publicity committee, has appointed Martin Davis, advertising and publicity director of Paramount, to be chairman of a group to fight censorship of advertising by newspapers.



Variety Club's International officers C. J. Latta and Jim Carreras, and elder statesman D. J. Goodlatte, who are playing a big role in the organization of the Variety Clubs International convention to be held in Dublin next May, recently held a meeting in London with Max Fillet and Si Brockway, executives of Pepsi Cola Company, which is hosting one of the major events of the congress. Already over 50 members of the British Tent have registered for the Dublin event. From left to right are Latta, Carreras, Fillet, Brockway, and Goodlatte.

Cooperation, Product Needed Most

TOA Seeking Solutions, Stembler Tells Exhibs In Tri-State Convention; Promotion Also Stressed

ATLANTA—Sunday, Nov. 5, marked the opening of the convention of Theatre Owners and Operators of Alabama, Georgia, and Tennessee, with some 450 members registering at the Dinkler Plaza Hotel.

A reception, honoring Lt. Garland Byrd, was held on opening day, in addition to an opening session with J. H. Thompson as master of ceremonies. Nominee for Mayor Ivan Allen, Jr., welcomed the group to the city.

At a luncheon Monday afternoon, Martin Rackin, Paramount Pictures' studio chief, was the speaker, while Bob Hosse was the keynoter at that day's first session. Other speakers were John Stembler, president of Georgia Theatres Company, and newly-elected president of Theatre Owners of America, and Margaret Twyman, director of community relations for the Motion Picture Association of America.

Stembler spoke of some major problems facing exhibitors today, and the avenues TOA will take in seeking solutions. Among other things, he said that the lack of cooperation between producers and exhibitors was "a unique and ridiculous situation." He cited shortage of product as the industry's "single most acute problem."

Mrs. Twyman discussed utilizing community groups in theatre promotion, stressing the fact that every theatre has a tremendous source of power in local organizations that can be harnessed effectively for increased business as well as better public relations in the community.

Other activities Monday were a discussion by E. D. Martin and Ronnie Otwell, Martin Theatres, concerning profitable theatre promotion; a talk by John Huff on product outlook; and screening of United Artists' "West Side Story."

Monday night, a cocktail party was held under the direction of the Motion Picture Advertising Service of New Orleans, followed by a buffet dinner hosted by the Coca-Cola Company.

The third day started with closed meetings of all groups. Later, the Southeastern Regional Concession Conference was held, sponsored by the National Association of Concessionaires.

The Tuesday session was devoted to clinics, panel discussions, and business meetings, including election of officers.

Officers of the Alabama Theatre Owners are J. W. Gaylord, president; W. W. Hammonds Jr., Harry Curl, J. A. Jackson, and Rufus Davis, vice-presidents; Dan W. Davis, secretary-treasurer; and R. M. Kennedy, TOA representative.

Tennessee officers remained the same, with the exception of Juanita Forec, who was added as a vice president.

Georgia's officers remained the same as last year.

U-I Declares Dividend

NEW YORK—The board of directors of Universal has declared a quarterly dividend of \$1.0625 per share on the 4¼ per cent cumulative preferred stock of the company. The dividend is payable Dec. 1 to stockholders of record on Nov. 15.

New Stars Campaign Wins Industry Support

HOLLYWOOD—Robert W. Selig, vice-president, National Theatres and Television, and chairman of a committee named at the TOA convention in New Orleans to conduct "America's New Stars" campaign, said, the crusade has enlisted support from every segment of the film industry. Publicity kits are being mailed to almost 600 exhibitors who have agreed to "plant" them with local newspapers. Phase three, Selig said, will be the preparation of a short presenting new performers for exhibition next year in the U.S. and Canada. Each studio will nominate its own potential star and supply footage for the two-reel short.

The committee working with Selig includes Herbert Steinberg, Paramount studio publicity director; Clark Wales, AMPP publicity director; Roy Evans, NT&T Los Angeles district manager; and Pete Latsis, NT&T publicity staff.

Technicolor Earnings Up 370% Over 1960

BEVERLY HILLS, CALIF. — Technicolor earnings are up 370 per cent over 1960, Patrick J. Frawley, Jr., chairman of the board and chief executive officer, announced. He further stated that earnings of Technicolor for the three quarters of 1961 are the highest in six years for the company. Earnings for the first nine months of 1961, ending Sept. 30, were 75 cents per share, versus 16 cents for the same period in 1960. Third quarter earnings in 1961 equalled 21 cents per share versus three cents per share in 1960. Earnings after taxes for the first nine months of 1961 equalled \$1,955,945.20, as compared to \$360,598.54 for the comparable period in 1960. Included in the 1961 earnings is a non-recurring special dividend from the British affiliate, Technicolor Limited, of \$517,000.

Frawley reported that sales for the first nine months of 1961, including those of acquired companies, equalled \$40,460,178.57, as compared to \$21,366,598.10 for the like period of last year. He further stated that these figures do not include sales of the new Technicolor 8 mm. Instant Home Movie Projector as shipments on this new product have only recently begun. Shipments are presently being rushed to dealers in order to be available for the Christmas season. Advertising on the new projector will start in November, with two-color full page newspaper ads, double spread in magazines, and tv spot saturation.

Loew's Profit Steady

NEW YORK—Loew's Theatres, Inc., for the fiscal year ended Aug. 31, showed a net profit of \$2,728,142, equal to \$1.02 per share on 2,670,389 shares outstanding, as compared to a net profit of \$2,771,625, equal to \$1.04 per share, for the preceding year.

Laurence Alan Tisch, chairman of the board of Loew's Theatres, Inc., stated in the annual report to shareholders that revenues from The Summit of New York, Loew's first hotel project, are beyond expectations, and that earnings for the current fiscal year would have been considerably higher had the company not paid preliminary promotion and personnel costs for The Summit.

UA Will Distribute "Greatest Story"

NEW YORK—George Stevens' "The Greatest Story Ever Told" will be released through United Artists, it was announced jointly by Stevens and Arthur B. Krim, president, and Robert S. Benjamin, chairman of the board of the distributing company. The film will go before the cameras next year.

Stevens will assemble an international cast of artists to play the memorable characters of the time of Jesus. Already signed are Max von Sydow, renowned star of Ingmar Bergman's celebrated films, who will portray Jesus; John Wayne, who will appear as The Roman; and Sydney Poitier, who will play Simon of Cyrene. It is expected that previous arrangements will be renewed for Sir Alec Guinness to portray King Herod and his son Herod Antipas.

In making the announcement, Stevens said: "I have long looked forward to being associated with United Artists, and am delighted that our mutual enthusiasm for 'The Greatest Story Ever Told' brings us together at this time. We think it an opportunity to be relating this story at the time of a great ideological struggle for men's minds. The film's theme—compassion and man's humanity to man—is desirable to men of all faiths. We expect this film to live for many years."

On behalf of United Artists, Krim and Benjamin stated: "We are proud and honored to be associated with Mr. Stevens, one of the world's most distinguished film makers. We are doubly proud to have been chosen to distribute 'The Greatest Story Ever Told,' a motion picture we believe will reach new heights of screen artistry and achievement."

The screenplay of "The Greatest Story Ever Told" has been completed by James Lee Barrett and Ivan Moffat, in collaboration with the famed Carl Sandburg and Stevens, who will produce and direct.

Freedomland Names Hamid

NEW YORK—William Zeckendorf, Jr., announced the appointment of George A. Hamid, Jr., as executive vice-president of Freedomland, the multi-million dollar New York amusement center, which will enter its third year of operation next spring.

Henry Hamid will serve as general assistant to Hamid, Jr. He is presently in charge of talent and production for state fairs and industrial spectaculars for General Artists Corporation.

Under the new executive plan, William Zeckendorf, Jr., who has served as president of Freedomland, Inc., becomes chairman of the board. Russell Levy, former executive vice-president, will assume the presidency. Abraham Kaplan remains vice-president and treasurer, and Art K. Moss vice-president in charge of advertising, public relations and talent.

Allied Votes For Favorites

DETROIT—A ballot returnable last week was sent to all Allied States members by Ben Marcus in his role as chairman of the coming national convention at the Eden Roc, Miami Beach, Dec. 4-8.

Votes are asked for three favorite actors, actresses, new personalities male and female, showmen, industry men, producers, and directors.

Negroes Demand End To Theatre Segregation

DURHAM, N.C.—A delegation of more than 100 Negro youths marched on City Hall to demand of the City Council, which then was in session, that it adopt an ordinance requiring racial desegregation of all facilities licensed by the city, including "restaurants, movies, night clubs, hotels, and all other retail establishments."

The group in particular demanded immediate desegregation of the Carolina, which is located in a city-owned building and leased to a private chain.

A spokesman for the group said that if the theatre is operated any longer on a segregated basis, "we are prepared to go to court on this matter, but we would hope to avoid litigation."

He asked that the city require "immediate" integration of the theatre in order to avoid expenditure of tax money on "court litigation."

The groups represented five chapters of the NAACP here, including student chapters at North Carolina College and Duke University.

The Carolina, located in a building constructed for use as a municipal auditorium, has separate balconies for Negro patrons. It and other theatres here have been picketed from time to time for the past several months in an effort to force their management to seat Negroes on an unsegregated basis.

The Atlanta Negro student movement also renewed its demands for movie integration and threatened picketing and "stand-ins" if negotiations fail.

The demands were set forth in letters to seven owners of first-run theatres. "We intend to attend downtown theatres before the first of the year," the identically worded letters said. This letter set a Nov. 15 deadline for the start of negotiations. Downtown and art theatre managers and owners, contacted for comment on the request, said they had no knowledge of such a letter, and that it had not yet been received. However, three managers did say they would agree to attend the proposed meeting if all of the other managers decided to attend.

Prudential House Bows

NEW YORK—The Mid-Island Theatre in Bethpage, L.I., the newest and most luxurious movie house in the Prudential chain, had its grand opening last week with a host of popular stars from the Broadway stage, films, television, night club, and radio attending the premiere of its first program. The entire proceeds went to the Nassau Center For Disturbed Children.

Among the many innovations to be introduced with the opening of the intimate 600-seat theatre was the modern convenience of reclining chairs for patrons on the orchestra floor, as well as rocking chairs in the loges. The beautiful new theatre has been built with acres of permanent parking facilities, protected with a drive-under canopy.

Argentine Film Week

NEW YORK—The first Argentine Film Week ever to be held in the United States is planned for the week of Nov. 15 at the Tivoli here, it was announced by Orestes Trucco, president of Argentine Film Enterprises.

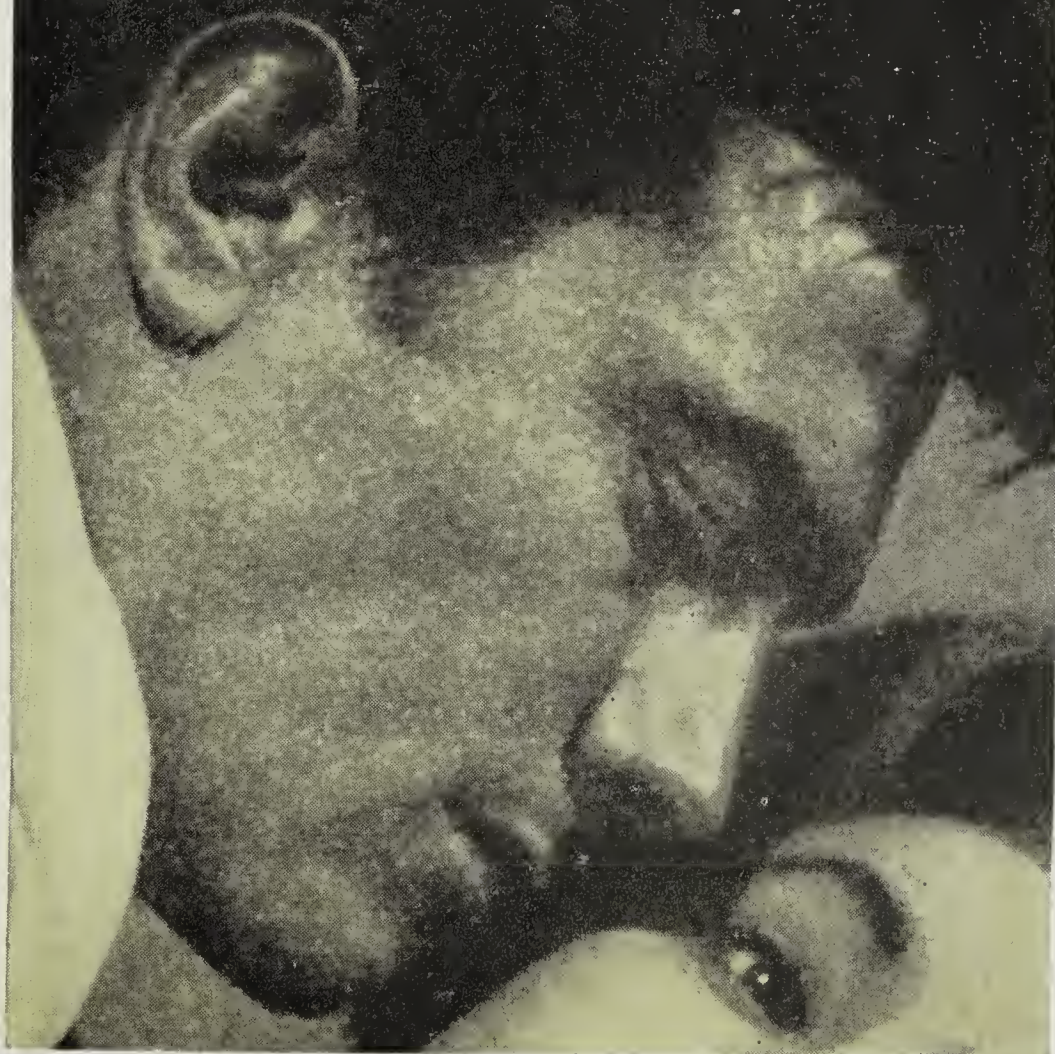
Fourteen new films will be shown at the matinee and evening performances during the week with the purpose of acquainting the Latin-American public of New York with the latest productions from Argentina. The public may buy tickets at the boxoffice.

What
Makes

Summer and Smoke

One of the Most Brilliant
Motion Pictures of Our Time...

...the daring casting of
LAURENCE HARVEY in his biggest role
since "Room At The Top." In "Summer
and Smoke" he plays the young doctor
attempting to grope his way toward a life
of purpose through a fog of sensuality.



HAL WALLIS' SUMMER AND SMOKE • A PARAMOUNT RELEASE

Star System On Wane, Rogers Says; Pictures Themselves Now Important

LOS ANGELES—"The 'star system' as we know it is about finished. We are at the end of an era. A new phase of motion picture entertainment is starting—pictures important in themselves, without stars."



ROGERS

These words expressed the opinions of Budd Rogers, president of Pathe-America Distributing Co., Inc., a four-decade veteran of the motion picture industry.

"Despite protestations to the contrary, studios today just are not building contract stars in the same degree as they did in the past," Rogers said. "I can

name more than a dozen stars who have passed away in the past few years. The supply is dwindling and is not being replenished in the proper proportion."

Rogers stated that the trend of the industry toward independent production practically guarantees the wane of the star system.

"An independent doesn't make enough pictures to utilize a star fully, except in the case of star owned companies."

The answer to the star system is obviously to provide pictures that in themselves are important and entertaining, pictures which are pre-sold to the public and will create satisfied customers. Rogers stated his company is encouraging the production of this type of product through deals made with new upcoming young producers seeking a place in the industry.

"It is up to the production-distribution companies to provide the proper entertainment for our theatres," Rogers continued. "But on the other hand, we must have the full cooperation of the exhibitors whose first question usually is 'Who's in it?'"

Sutton Pictures Corporation, of which Rogers is president, will distribute 18 to 24 features annually, Rogers said.

"No picture can walk into public acceptance on rubber heels," Rogers said. "Sutton is constantly aware of this and places a high value on proper advertising and exploitation. We are upping normal advertising expenditures and directing them into two channels. One is the trades to let exhibitors know about coming product. The other is point of sale advertising."

In addition to the three first announced releases, "The Unstoppable Man," starring Cameron Mitchell; "Fear No More," starring Jacques Bergerac and Mala Powers; and "Force of Impulse," starring Tony Anthony, Rogers announced these additional pictures:

"Beyond All Limits," in Eastman Color, starring Jack Palance, Maria Felix, and Pedro Armendariz; "Gina" in Eastman Color starring Simone Signoret; "Never Take Candy From A Stranger"; "Paradise Alley" with Carol Morris (Miss Universe), Marie Windsor, Corrinne Griffith, Billy Gilbert, and Hugo Haas; "Run Across the River"; "Five Minutes To Live," with Johnny Cash; "Night Of Evil," with Lisa Gaye and Bill Campbell; "Wild Harvest," with Dolores Faith, Dean Fredericks and Kathleen Freeman, produced by Aubrey Schenck and directed by Jerry Baerwitz; "Out of the Tiger's Mouth," with Loretta Hwang and David Fang, filmed entirely in Hong Kong by producer Wesley Ruggles, Jr., and director Tim Whelan, Jr.

Lazarus Heads Group Planning Pioneer Dinner

NEW YORK—Paul N. Lazarus, Jr., Columbia vice-president, has been named chairman of the dinner committee for the 23rd annual Motion Picture Pioneers Jubilee Dinner honoring Pioneer of the Year A. Montague, executive vice-president of Columbia, it was announced by Simon H. Fabian, president.

Serving in other key positions for the event which will be held on Nov. 20 at the Starlight Roof of the Waldorf-Astoria Hotel are co-chairmen Harry Goldberg and Marvin Kirsch; treasurer, W. German; chairman of the new members committee, Charles A. Alicoate; supervisor of decorations, Jacob Starr; publicity, Robert S. Ferguson and Ira H. Tulipan; trade paper committee, Sherwin Kane.

This year's banquet will mark the 15th anniversary of the selection of an outstanding industryite for special honors.

Detroit Tent Names Crew

DETROIT—Variety Club of Detroit, Tent 5, held its annual meeting to elect the 1962 crew. Addressing the assemblage was Joseph Podoloff, international director.

Chief barker Woodrow R. Praught told the Tent that the Variety Club Growth and Development Center had begun to function, but that things would not be in full swing until the first of the year when the Children's Hospital of Michigan would complete quarters which will house the unit until a new hospital building, now in planning stages, is erected.

Sufficient funds are on hand to cover expenses until the end of 1962, and a fund-raising project is planned.

Elected were Kenneth Boehmer, John O. Gilbert, Jerry Levy and Milton H. London.

Reelected were Irving Goldberg, Arthur Herzog, Jr., Robert C. McNabb, Louis Mitchell, Carl Shalit, Alden W. Smith, and Fred P. Sweet. William Clark was voted alternate.

New "Hoosier Plan" For Statewide Showings Boosts Indiana Industry

INDIANAPOLIS—A new policy of film exhibiting and distributing, known as the "Hoosier Plan," featuring saturation showings and a seal of approval, was announced to all news media recently.

Under this new policy, 70 theatres throughout Indiana will participate in this new type of promotion, making it possible for small communities to have a motion picture simultaneously with city runs and to benefit from the over-all advertising. An estimated budget of \$60,000 is being contributed by all parties involved, this including the cost of prints.

A seal of approval has been designed by local exhibitors and distributors for the purpose of identifying a film selected to be shown under this plan. This seal will be reproduced in all ads for these films, and will be a guarantee of the finest in family entertainment. The first of these films is "The Devil At 4 O'Clock," a Columbia release.

San Francisco Votes To Demolish Fox

SAN FRANCISCO—Last week's municipal elections virtually spelled the doom of the Fox Theatre, the movie "castle of splendor" that once required a staff of 300 for the largest and gaudiest showplace ever built in the west.

By a vote of nearly two to one the city voters rejected a ballot proposition to have San Francisco purchase the Fox for use as a convention hall with its almost 5,000 seats within its 10-story structure for \$1,050,000. The asking price by National Theatres and Television Amusement Corp. was less than a fifth of the cost to build the Fox a little more than 30 years ago.

"Now that the citizenry has spoken, the Fox will be torn down as soon as possible to make way for a parking lot," said Peter J. Speros, investment counselor and real estate broker representing the owners here.

Rejection of the Fox purchase was almost a single-handed victory for Mayor George Christopher, who from the start violently opposed buying the venerable movie palace. His Honor called it a "dead horse" and repeatedly told San Franciscans he would make every attempt to block the sale to the city even if the voters upheld the proposition at the polls. In this he was just as vigorously opposed by most of the city department heads and four or five influential members of the Board of Supervisors. Also urging the theatre's purchase was the Chamber of Commerce, Downtown Association, Visitors and Tourist Bureau, Council of District Merchants Association, San Francisco Labor Council, the Real Estate Board, and others.

In rejecting the proposition, the voters not only set the final curtain for the Fox, but also eliminated a \$75,000 annual city tax return.

Charity Contributions Up

HOLLYWOOD—David A. Lipton, campaign chairman, Motion Picture Permanent Charities, at the second report luncheon of the current campaign, reported that total contributions during the first month were \$1,083,327, or \$32,095 more than the same stage of last year's drive. This year's goal is \$1,300,000.

The meeting was presided over by Ervin J. Clumb, general manager of Greater Indianapolis Amusement Co., Inc., theatre owner Marc Wolf, Bob Jones of Affiliated Theatres, Rex Carr of Y and W Management Corporation, and Murray L. Devaney, Indianapolis branch manager of Columbia. A special guest, Hollywood Producer William Castle, warmly endorsed this new policy and called it a "wedding between exhibitor and distributor."

The plan was well received by all attending guests, among them film distributors and exhibitors, and representatives of all news media including the three leading Indianapolis newspapers and radio and television newscasters. Harold Hartley, business editor of the Indianapolis Times, writing an article on this, concluded as follows: "It is the 'Hoosier Plan,' the first statewide release in the nation, and may it do well for movies still are, on a broad basis, our best entertainment."

New Columbus Council May Back Censorship

COLUMBUS, O.—If the city's film review board, which becomes effective Nov. 22, fails to control "obscene" films, then the film censorship proposal advocated by Mrs. Golda May Edmonston, Republican councilwoman, may be re-introduced in the new City Council which convenes in January.

Mrs. Edmonston said she is adopting a "wait and see" policy before taking any action. She opposed the film review board measure. Her vote against it was the only opposition to the measure, approved last month.

Defeat of three Democratic Council incumbents by Republican opponents in the Nov. 7 election gave rise to speculation that Mrs. Edmonston might re-introduce the censorship proposal, which was twice defeated in Council votes earlier this fall.

Democrats Robert Smith, Robert Van Heyde, and Russell Jones were defeated by Republicans Robert Southwick, Tom Moody, and William Fornof, giving the Republicans a 6-1 margin in the new Council. It was Democratic opposition that squelched Mrs. Edmonston's film censorship ordinance.

Smith was sponsor of the film review board measure, which authorizes a citizens' panel of 15 members to view films at regular theatre showings and recommend to police prosecution for any violations of city or state anti-obscenity laws. Mayor Ralston Westlake is expected to announce his nominations to the review board within a few days. Council has the right to approve his selections.

Pickus Renews CD Effort

STRATFORD, CONN.—Now that he has been relieved of the duties as president of Theatre Owners of America after two year's service, Albert M. Pickus has been turning renewed efforts toward local Civilian Defense.

Pickus, who is now chairman of the board of TOA, which is a less time-consuming position, has been, since the establishment of Civilian Defense, CD director in Stratford. He has maintained a consistently active local program, including completely equipping the Stratford police, fire and disaster units for nuclear bomb emergency.

In recent weeks, Pickus has been active in addressing local groups, to discuss the perils of atomic blasts and fallout. Lengthy articles on his addresses to the Stratford PTA Council and the Junior Chamber of Commerce have appeared in the nearby Bridgeport newspaper.

"Runaway" Film Hearing Set By Congress For Dec. 1

HOLLYWOOD—H. O'Neil Shanks, executive secretary, Hollywood AFL Film Council, announced that a hearing by a Congressional subcommittee in Washington on so-called runaway film production has been set for Dec. 1.

This was termed as a "victory" for the unions which had been urging that the subcommittee include the film industry in its investigation of the American employment situation.

Testimony will be offered at the Dec. 1 meeting by two representatives of the AFL Film Council, two representatives of the Screen Actors Guild, and two representatives of the American Federation of Musicians.

What
Makes

Summer and Smoke

One of the Most Provocative
Motion Pictures of Our Time...

... the debut of Pamela Tiffin, described by producer Hal Wallis as "a fresh buoyant beauty — that exciting combination of poise and unpredictability encountered once in a great while — with an elusive regal quality as rare as it is difficult to define, and a solid, mature self-honesty."



HAL WALLIS' SUMMER AND SMOKE • A PARAMOUNT RELEASE

COMPO Discusses New Talent Drive; Broad Merchandising Plan Favored

NEW YORK—At the annual meeting of COMPO's membership, board of directors, and executive committee held in the East Ballroom of the Hotel Astor, it was decided to hold a new talent drive.

COMPO's triumvirate of co-chairmen, Samuel Pinanski, A. Montague, and Ben Marcus, were unanimously reelected along with the organization's other officers, including Herman Robbins, treasurer; Sidney Schreiber, secretary; and Charles E. McCarthy, executive vice-president.

Marcus, Montague, and Pinanski urged that a committee be named to explore a plan designed to stimulate the development and promotion of new screen talent. As outlined briefly, the project would include meetings with distributors and might embrace sending a COMPO committee to Hollywood.

Robert S. Ferguson, Columbia Pictures national director of advertising, publicity and exploitation, and chairman of the MPAA advertising-publicity directors committee, urged that the all-industry group lead the way in moves designed to reverse the industry's image to the public.

While statistics indicate that the business is vigorous, Ferguson argued, the public is not assured, to the point that young people today are reluctant to enter what they fear is an industry on the way out.

The Columbia executive declared that production is ahead of other branches in taking steps toward improving the industry image. Conceding that some exhibitors are making upbeat efforts, Ferguson indicated that they were insufficient, and called upon COMPO to take the lead in a wider program.

That exhibitors are vitally interested was emphasized upon Ferguson at recent meetings in Cincinnati, where he represented the ad-pub committee and found the Ohio exhibitors anxious to take up the merchandising plan offered, with the only delays in putting the COMPO project into work stemming from the initial lack of suitable product.

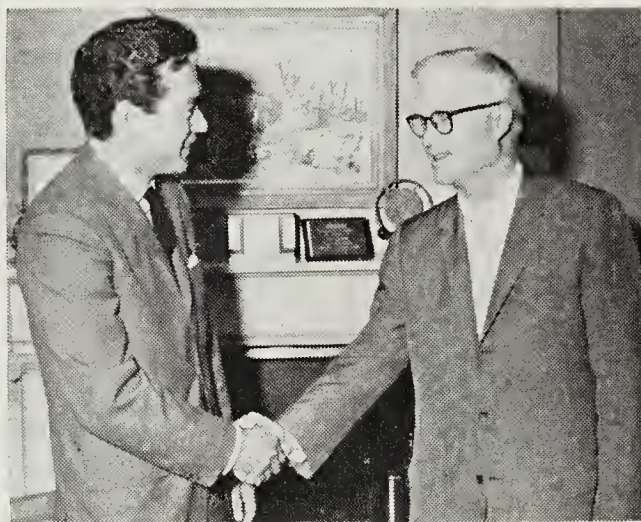
Too many in the industry have been sitting back with the attitude that there is nothing new about the COMPO merchandising plan, Ferguson stated. He assured that the effects of such area cooperation are good, and urged that the plan be extended to other territories.

"With COMPO as the spearhead," Ferguson continued, "We can prove to the country that its image of the industry has been wrong."

Ben Marcus, COMPO co-chairman, told the meeting that the plan, which stems from one Marcus developed in Wisconsin, proved itself in Pittsburgh, which was rated as a depressed area. He expressed the hope that after the Cincinnati project is thoroughly launched, the plan will be expanded more rapidly, and that others will move ahead on their own, rather than wait for COMPO to lead the way.

Alec Moss, coordinator of the plan for COMPO, reported on progress in Cincinnati, where the project was organized at a meeting on Aug. 24 and will get underway Dec. 27 with a merchandising campaign for United Artists' "Pocketful of Miracles."

COMPO's triumvirate was authorized to discuss widening of the organization's membership base by admitting a number of the production talent guilds. Action came after the executive committee unanimously approved the admittance of the IATSE and Moving Picture Machine Operators, Richard



James Shigeta, co-star, U-I's "Flower Drum Song," was in New York City for advance promotional activity on the picture. He is seen here with Henry H. "Hi" Martin, U-I vice-president and general sales manager.

Monopoly Suit Ends; Two Others Pending

ATLANTA—A suit charging 20 firms and individuals with monopolizing national distribution of motion pictures was dismissed here by U.S. District Judge Boyd T. Sloan by default.

The suit was dismissed because the plaintiff, Charles A. Adams, owner of the Avondale, failed to appear at the pre-trial hearing.

Included among the defendants were owners and operators of several of Atlanta's major movie houses and some of the motion picture industry's biggest distributors. Trials in two similar suits against the same defendants were set for the first Monday in March and the suits were consolidated. A third suit against the same group by John H. and Ruth Carter, owners, Buckhead, is still awaiting the judge's decision for dismissal or a trial date.

Judge Sloan also dismissed one of the defendants in the other case, Robert H. Wilby, who died since the suit was filed. Consolidated and set for trial in March were suits by the Buckhead Theatre Co. and Garden Hill Theatre Co. They will be tried jointly, but separate verdicts will be rendered.

Defendants include Atlanta Enterprises, Inc., owners of Atlanta's Fox, Roxy, and now defunct Paramount theatres; the Georgia Theatre Co., which operates the theatres; Rhodes Theatre Operating Co., West End Theatre Co., and East Point Theatre Co. Among the film distributors named are Paramount, Warner Bros., MGM, 20th-Fox, RKO, United Artists, Universal, and Columbia.

Blumenstock Exits Agency

LOS ANGELES—Sid Blumenstock, vice-president in charge of the Charles Schlaifer Agency's Los Angeles Office, has tendered his resignation effective Dec. 30. He has previously held executive advertising posts with Warner Brothers Theatres, 20th Century-Fox, and Paramount Pictures. Blumenstock also was vice-president of Embassy Pictures.

F. Walsh, president, who was added to the executive committee.

Possible affiliations are with the Directors Guild of America, Screen Directors Guild, Screen Actors Guild, Screen Producers Guild, and the Writers Guild of America, West.

Kreisler Group Gets Fair Option Extension

NEW YORK—After several meetings with the Special Exhibits Executive Committee of the N.Y. World's Fair and the International Film Fair and Exposition, project group headed by B. B. Kreisler, president of International Film Associates Corporation, and architect Drew Eberson, an extension on the option of 62,500 square feet site is given to the group until the end of February, 1962.

John S. Young, director of the Special Exhibits Committee, stated that "our committee took into consideration the meetings Mr. Kreisler had recently in Europe with government film and cultural officials of several nations and his report of their endorsement of the project subject to receiving the necessary appropriations from their respective Treasuries when they convene this December and January. Both he and Mr. Eberson made clear to us the costs incurred to date on the planned Film Pavilion and the added sum needed to travel to Europe again to meet with these officials and to obtain written documents of participation after the requested appropriations have been approved. To substantiate our endorsement of this Film Pavilion project, our committee accepted the modified offer and approved the extension of the option to the Kreisler-Eberson group."

Kreisler commented that he will now proceed to arrange a new series of meetings—individually with the top executives of our major film companies—to convince them of the importance and urgency to participate along with other film producing nations of the world at the Film Pavilion of the International Film Fair and Exposition of the N.Y. World's Fair.

Chinich Joins NT&T

BEVERLY HILLS, CALIF. — Eugene V. Klein, president of National Theatres and Television, Inc., announced the appointment of Jesse Chinich as chief film buyer for the 219-theatre circuit.

Chinich is expected to assume his duties as soon as he has concluded his affairs as western division sales manager for Buena Vista.

From 1946 to 1951 Chinich was associated with Paramount Theatres and served as buyer-booker for Paramount Theatre subsidiaries in Salt Lake City, Cincinnati, and Phoenix. From 1951 to 1953, he was district theatre supervisor for Rugoff and Becker Theatres in New York City.

In November, 1953, Chinich joined Buena Vista Film Distributing Co. as its first sales representative and helped launch Buena Vista as a major film distributor in its early years. In 1956, he was named western division sales manager.

Klein said that Chinich will function in N T & T's administrative pattern as a department head under the direction of Robert W. Selig, vice-president and general manager of theatre operations.

Doran Joins MGM Studio

HOLLYWOOD—D. A. Doran, for many years one of Hollywood's top production executives, has joined Metro-Goldwyn-Mayer, it was announced by studio head Sol C. Siegel. He will serve on the studio's executive staff assisting Siegel.

Prior to his new association with MGM, Doran for 16 years was a production executive at Paramount studios with Y. Frank Freeman.

Loew's-Johnson Set N.Y. Motor Lodge Plan

NEW YORK—Howard Johnson Company and Loew's Hotels, Inc., signed an agreement for the operation of midtown Manhattan's first Howard Johnson Motor Lodge.

The 12-story, 300-room lodge, already under construction by Loew's on the west block-front of Eighth avenue between 51st and 52nd street, will include a Howard Johnson's Restaurant and will be ready for occupancy May 1, 1962.

This agreement, teaming America's fastest growing motor lodge and hotel companies in a new joint enterprise, was signed by Howard B. Johnson, 29-year-old president of Howard Johnson Company, and Preston R. Tisch, 35-year-old president of Loew's Hotels, Inc.

In a joint statement, the two company executives said:

"This is an important forward step in the evolution of the motor lodge business which could eventually result in a chain of multi-story motor lodges located in the downtown areas of metropolitan centers across the nation and offering the same family accommodations now available along America's rural roadsides."

Tisch described the new lodge as having specially designed high-speed parking facilities on five levels, a luxury lobby, and a Howard Johnson Restaurant and cocktail lounge. The facilities will be serviced by three high-speed automatic elevators.

Johnson said that the lodge will be dedicated solely to providing a good night's sleep in oversized, modern rooms, at sensible prices for the entire family, and that there will be no banquet rooms, special function rooms, or sample display rooms to distract from this single purpose.

"Final War" To Davis

TOKYO—Arthur Davis has acquired the United States and Canadian distribution rights to "The Final War" from the Toei Company, Japan. A timely production, it includes some startling special effects depicting the end of the world through nuclear warfare.

An English language version has been completed, and Davis, who is also the co-producer, is expected in New York about Nov. 23 with the first print. There is no decision as yet on releasing arrangements.

This is the first totally financed Japanese production which was supervised by Americans. William Ross, who is also featured in the cast, is co-director, and Davis acquired his rights through his work as co-producer.

"X-15" Bows In D.C.

WASHINGTON, D.C.—The world premiere of United Artists' "X-15," the film story of the amazing rocket plane, which in recent weeks has set new world speed records, will be sponsored by the National Aviation Club at RKO Keith's Theatre, Nov. 21.

Following the film showing, Samuel J. Solomon will present the club's award for achievement to the Society of Experimental Test Pilots.

Shelton Acquires Two

NEW YORK—William Shelton, head of the film company bearing his name, has returned to the U.S. from Europe, where he acquired the American rights to two new French motion pictures, "The Magnificent Tramp," a satire starring Jean Gabin, and "The Horror Chamber of Dr. Faustus," with Pierre Brasseur and Alida Valli.

Final Kayo For Penna. Censor Law As Supreme Court Refuses Appeal



Arnold M. Picker, United Artists executive vice-president, left, recently presented a silver platter to W. H. "Bill" Smith, company secretary and director of UA in Great Britain, honoring him for 40 years with the company.

Four Indie Circuits New TOA Members

NEW YORK—Four major independent motion picture theatre circuits, based in the greater New York area, have joined the Theatre Owners of America, it was announced by John H. Stembler, TOA president.

They are the United Artists Theatre Circuit, Inc., the Skouras Theatres Corporation, the Metropolitan Playhouses, Inc., and the Randforce Amusement Corporation, Stembler said.

Arrangements for the memberships were conducted for TOA by George G. Kerasotes, Springfield, Ill., former president, and John H. Rowley, Dallas, assistant to the president. Acting for the circuits were George P. Skouras, president, United Artists Circuit, and Salah Hassanein, president, Skouras Theatres.

Stembler said that more than 100 theatres were involved in the new memberships.

The United Artists Theatres are located in New York, Kentucky, Michigan, California, and Pennsylvania. Skouras Theatres are centered in New York State and New Jersey. Metropolitan Playhouses is associated with the United Artists organization. The Randforce Circuit, of which Samuel Rinzler is president and Emanuel Frisch is treasurer, operates theatres in Brooklyn.

Todd-AO Spreads Abroad

NEW YORK—Todd-AO equipment has now been installed in more than 300 theatres in Europe, North Africa, and the Middle East, reports Albert Leonard, vice-president in charge of foreign distribution for Magna Pictures Corporation, who has just returned from an extended business trip throughout Europe and the Near East. He also reported that these theatres are located in every key city and town of importance and that their number is increasing on almost a daily basis.

In Paris alone, reports Leonard, there are now 15 theatres equipped for Todd-AO presentations; also in remote places such as Baghdad, Kuwait, Reykyavik, Helsinki, Casablanca, Malta and even on the luxury liner S. S. France, Todd-AO equipment has been installed.

WASHINGTON—The U.S. Supreme Court ruled it would not hear an appeal from the 1959 decision of the Pennsylvania Supreme Court which held that the state's motion picture censorship law was unconstitutional.

The appeal to the high court had been filed by the state attorney general's office, which declared the state court's decision had "stripped from the 11,000,000 residents of the Commonwealth their only protection against the smut mongers who daily prey in theatrical temples upon the minds of the unsuspecting and susceptible alike."

Now, however, the decision stands, and Pennsylvania is without a censorship law. A similar law passed in 1915 was invalidated by the State Supreme Court when a test was made of it in 1956. The present act was passed in 1959.

A one-line notice refusing to hear the appeal was the only word from the Supreme Court, and, as is usual in such cases, no opinion was issued explaining the action.

The original censorship law had remained on the books for many years and had been enforced by a board of censors. It was struck down after the U.S. Supreme Court issued a definitive ruling on similar statutes in other states.

Armed with the new opinion, opponents of the law then challenged it in Pennsylvania's courts and won the fight in the Common Pleas Court of Philadelphia, and, on appeal, in the State Supreme Court.

The second censorship law was drawn up by the attorney general's office in a way which was hoped would overcome the court's legal objections to the first law here and in other states.

It required exhibitors to pay a token license fee and to submit the film to a board of censors for approval. If the film was found to be obscene, the board could prohibit its public showing in Pennsylvania. Violations would have been punishable by a fine up to \$1,000, six months in prison, or both.

The act was challenged in the Dauphin County Court by William Goldman Theatres, Inc., the Pennsylvania Association of Amusement Industries, and 20th Century-Fox Film Corp. The decision of that court was sustained last July in a four to three ruling.

Former Chief Justice Charles Alvin Jones wrote the opinion for the majority, citing prior restraints on free speech as a violation of the State and U.S. Constitutions.

Former State Attorney General Anne X. Alpern, interim State Supreme Court Justice who lost her bid to retain that elective post, filed the Commonwealth's request for the appeal to the U.S. Supreme Court.

Her brief said the decision cut down the state's "arsenal of weapons" to combat the "commercial propagation of obscenity." She said the law was actually very limited and basically drawn to protect children and to halt "hard-core pornography."

Her appeal was opposed by lawyers for the theatre interests who contended there was no need for the high court to review the Pennsylvania decision since it was based on the constitution of Pennsylvania.

The only way Pennsylvania now can combat films which authorities deem to be obscene is through direct police action—raids, hearings, indictments, and trial by jury.



The NEW YORK Scene

By Mel Konecoff

IN CASE any of you are wondering what happened to Pathe-America, here is the run-down as given us by president Bud Rogers at the 21 Club the other day. As will be recalled, earlier this year, the company backed and released their first picture, "The Deadly Companions," which has played 3,000 accounts to date and which Rogers admitted was a bit of a disappointment.

Four other films were contracted for this year, but these were delayed for a number of unspecified reasons. He expected that the company will release between 10 and 12 features between June 1962 and June 1963. Some of these will be forthcoming as the result of an announced joining of forces with Allied Film Makers, an "aggressive and progressive group of producers" who will make films in England as well as in America.

Named in this group were Richard Attenborough and Byron Forbes and their company, Beaver Films, as well as Michael Relph and Basil Dearden and their company, Parkway Films. While each group operates its own organization, they will cooperate in the venture as a team and all talent will be pooled. Films will be financed partially in the U.S. and partially in Britain.

Pathe-America has taken on the U.S. distribution of two already completed pictures by the aforementioned, "Whistle Down The Wind," produced by Attenborough and directed by Dearden, and "Victim," produced by Relph and directed by Dearden. Release will be next February although special pre-release showcase engagements are in order in Los Angeles this December to qualify both pictures for Academy Award consideration.

Both films will be backed by extensive promotional and advertising campaigns in the lay and trade press as well as in radio and television, and to this end Pathe-America has retained the public relations office of Blank-Rand Associates to handle the national campaigns.

Incidentally, Gordon K. Greenfield, president of the parent company, America Corp., was present, and he stated that they were in the motion picture business to stay. It's not a one-shot organization.

TOPICS OF THE TIMES (with apologies): Noel Meadow has formed Survival Films, a new company that will offer silent and sound films on 16 and 8 mm for use in fallout shelters. The films will be approved by an advisory group of leaders of all walks of life and will be suited for the morale of underground inhabitants. Claustrophobia being the principal consideration, the picture will be comprised of outdoor subjects and travelogues, in addition to inspirational messages by world leaders.

THE METROPOLITAN SCENE: When "Paris Blues" opened at the Astor on Broadway, several jam sessions were in order in the lobby to call attention to the debut. . . . The 1961 National Newspaper Snapshot Awards prize-winning photographs are being displayed in the grand lounge of the Radio City Music Hall. . . . First Christmas card of the season in from Glenn Ford and Frank Capra plugging their "Pocketful of Miracles." . . . Five hundred thousand autographed fan-fotos of Troy Donahue and Connie Stevens, co-starring in "Susan Slade," are being distributed by 700 Pyrofax Gas Corporation dealers in the U.S.

CANADIAN Highlights

By Harry Allen, Jr.

THE FIGHT to reduce or eliminate the amusement tax and the question of Sunday films in the Maritimes has moved into high gear with all levels of the industry participating. Impetus came from the Maritime Exhibitors Association at its recent annual convention in Saint John, N.B., when it placed itself firmly in opposition to a continuance of the amusement tax at the present level and in favor of Sunday films. Theatre managers have been contacting members of the legislative assemblies residing in their communities to ask consideration for their point of view on the amusement tax. Theatre employees are getting up petitions declaring their belief that it is both excessive and discriminatory.

Theatrical union locals are passing resolutions against the ticket tax and for Sunday films. Some have made known their intention of seeking support from the larger labor bodies with which they are affiliated. There have already been public expressions favoring the industry in its tax fight and its desire for Sunday exhibition. These expressions are expected to grow in number from now on because of the forthright position of theatre people.

Harvey Harnick was named executive vice-president and general manager of Affiliated Pictures Corp., Ltd. The company was set up last year to provide a single releasing source for product from Columbia and Paramount. President is now Jerome Pickman, and the three vice-presidents are Alfred R. Taylor, Howard Minsky, and Bernard Birnbaum. Louis Rosenfeld is board chairman. A. L. Copas is secretary, R. E. Smith treasurer, and Joseph Rosenfeld, QC, assistant secretary.

A LARGE GROUP of post '54 features from the J. Arthur Rank Organization have been taken on for television by Atlas Telefilm, Ltd., Toronto. The company, headed by Leslie Allen, claims to have the largest library of commonwealth features for television in the world. Among the films included in the newest acquisition is "Hamlet" with Sir Laurence Olivier, "Red Shoes" with Moira Shearer, "Reach For the Sky" with Kenneth More, "Genevieve" and
(Continued on page 13)

Court Strikes Illegality As Law Suit Defense

BARTOW, FLA.—Judge Gunter Stephenson of the Tenth Judicial Circuit Court of Florida, in Polk County, granted a motion by six motion picture distributors to strike an exhibitor's plea of anti-trust illegality as a defense to their percentage suits today.

The actions in question had been brought in the state court by Paramount, Warner Bros., Metro-Goldwyn-Mayer, RKO, Columbia, and United Artists against James and Julia Raulerson, Outdoor Drive-In Theatres, Clearwater and Bartow, Fla.

The exhibitor-defendants had pleaded, as a defense to each of the suits, that their percentage contracts with the distributors were invalid under the Sherman Act, because of an alleged conspiracy among the distributors to impose unreasonable clearances upon the theatres in question, and under the Robinson-Patman Act, because of an alleged distributors' conspiracy to charge discriminatory percentage license fees to such theatres. The Court today ordered this defense to be eliminated from the case as legally invalid.

The distributor-plaintiffs were represented by attorney David Hanlon, Tampa, Fla., and by John F. Whicher, New York law firm of Sargoy and Stein.

N.C. Circuit To Build Shopping Center House

DURHAM, N.C.—A new 1,000-seat motion picture house, the Northgate, will be constructed at the Northgate Shopping Center here and will be operated by Consolidated Theatres, Inc., of Charlotte.

Announcement of the plans was made by T. A. Little, president of Consolidated, and Frank Beddingfield, secretary-treasurer.

Beddingfield, who negotiated the lease arrangement with Northgate Shopping Center, Inc., said "the very latest type projection booth equipment will be installed to permit us to run all new scope pictures, including 70mm and 35mm."

Philip Nance, district manager of Consolidated, said "only first-run films will be shown." He said the theatre will offer "free parking."

Leif Valan and Associates, Raleigh, N. C., architects, will design the house and will work with an outstanding theatre consultant to incorporate the very latest techniques in theatre design and comfort.



Art Talmadge has been appointed president, United Artists Records. He has been vice-president and general manager of the record company and replaces Max Youngstein, who recently announced his resignation from UA as of Jan. 1, 1962.

Col. Tightens Bond With Japanese Firm

TOKYO—In a move towards implementing Columbia Pictures' participation in the increasingly important Japanese film market, Mo Rothman, executive vice-president, Columbia Pictures International, has announced that Nagamasa Kawakita, internationally known film personality, has agreed to act as advisor to Columbia in Japan.

Kawakita, with his broad experience in all phases of distribution, exhibition, and production, will work closely with the company's top management executive force headed by Julian Berman, while retaining his present position as president of Towa and director of Toho.

The background for this cooperation was based on the long and friendly association Columbia has had with Toho since 1950, first begun by Lacy Kastner, the former president of Columbia Pictures International, and continued by Mo Rothman, who has known Kawakita since 1949.

Kawakita's special knowledge and experience with European films was considered particularly valuable to Columbia which has an increasing number of films of this kind on its schedule. Reciprocally, Rothman pointed out, Columbia will do their utmost in furthering the distribution and merchandising of Toho films in the Western Hemisphere on a level consistent with the important emergence of Japanese films in the U.S. and Europe during recent years.

In the past few years, Columbia has distributed Toho's "H-Man" and "Battle In Outer Space," with its latest production, "Mothra," due for world release in the spring.

Westerns Vie For Honors

OKLAHOMA CITY—Deadline for entries in the second Western Heritage Awards competition of the National Cowboy Hall of Fame and Western Heritage Center is Nov. 17.

"The number of entries is far greater than at the same time last year," Ben K. West, chairman, said. "Interest is especially high in the writing and television categories."

"Wrangler" trophies are presented to the work in each of 10 categories which "best perpetuates our great Western Heritage."

Awards are offered for the outstanding western fictional television program, factual television program, motion picture, documentary film, musical composition, novel, non-fiction book, short story, juvenile book, and non-fiction article.

Japan Tops U-I Drive

NEW YORK—Winners in the recently-concluded five-week "October Aboaf Month" sales drive, in which 42 of Universal-International's overseas branches and distributors participated in a sales salute to vice-president and foreign general manager Americo Aboaf, were announced.

Top country in the drive, which saw a concluding week of over a million dollars' worth of business in the overseas market, was Japan. Brazil finished in second place.

D.C. Exhibs Reelect Brylawski

WASHINGTON—A. Julian Brylawski has been re-elected president of the Metropolitan, D.C., Motion Picture Theatre Owners for his 40th term. He started in the industry in 1908 and since 1928 has been in charge of real estate, labor relations and maintenance for the Washington zone of Stanley Company of America, a Stanley Warner subsidiary.



LONDON Observations

by Jock MacGregor

"SOME EXHIBITORS may think the farthing per seat levy which they pay to the Film Industry Defense Fund is money wasted. I can assure you that it is one of the finest insurance policies in which they have ever invested." So spoke Sidney Lewis, president, Cinema Exhibitors

Association, at a recent branch meeting.

FIDO was set up jointly by the exhibitor, distributor, and producing associations in 1958 to prevent motion pictures being shown on British tv by acquiring the necessary rights. The farthings are deducted before film rentals are computed. Producers who do sell to British tv theatrically released product without having offered them to FIDO find their current product barred by exhibitors.

Recently, I lunched with Bill Speakman, former CEA president and now administrator of FIDO. He has quite a story to tell. He has bought the British tv rights to 665 films at a cost of some \$3,000,000. Pictures have been acquired from big and small producers, and prices have ranged from as little as 100 pounds to a useful but unspecified top.

Bill keeps an eagle eye on all transmissions, and at the moment several producers have a little explaining to do to the committee which comprises representatives of the CEA, KRS, BFPA, and FBFM. Besides deciding disciplinary action when unavoidable, the group settles what are fair prices for the pictures offered to them.

No picture made before 1938 is acquired unless it is a classic which could be a tv attraction. Recently a group of classic pictures which have been televised has come on the market, and FIDO has snapped them up with the result that they will once again be available to specialized theatre operators who believe there is still a demand for them. It should be stressed the original tv deal was signed before FIDO. Some pictures are rejected by FIDO because they are of a poor standard or are continental, in which case the producer is free to sell to tv.

FIDO has not kept all movies off tv, but it has been a great success. Some distinguished movies have got through, but few transmitted have provided any competition for the cinema. It is a long, long time since a movie made the top national TAM ratings which are for the most part topped by pretty dreary British series like "Bootsie and Snudge" and "Emergency Ward 10." Particularly effective has been the way FIDO has kept British films off tv as there is a quota as to how much imported tv material may be used (old or new). FIDO has made life hard for tv planners. Often they have had to create something for themselves when an oldie would have filled the spot.

THE BOARD OF TRADE reports that in 1960 British films made 6.3 million pounds overseas of which 3.0 millions came from the dollar area. American companies spent no less than 3.4 millions of their U.K. earnings on the production of or acquisition of British films. The free transference of sterling to dollar funds following the end of the Anglo American Film Agreement in 1960 has to some extent offset the dollar earnings, but the net is nevertheless nicely up. Though gross takings at theatres were down, net takings were three per cent up at 59.5 million pounds, thanks to the end of entertainment tax. The exhibitors' share for the year was 39.3 million pounds against 37.8 millions in 1959. Employment in cinemas dropped by 7.1 thousands to 53.1. Rentals amount to 20.6 millions, of which 11.6 millions went to dollar earning films. 3,034 cinemas were opened at the year's end with a capacity of 2.95 million seats—a reduction of 10 per cent. . . . The charity performance of Billy Smart's circus on a lot within the shadow of Wormwood Scrubs prison was one of Variety Club's most glittering shows. It was indeed a beaming C. J. Latta and Chief Barker Irvin Allen who welcomed almost every celebrity in town from millionaire to would be starlet. Many took part, giving the tv, news-reel, and newspaper cameramen wonderful coverages.

CANADA

(Continued from page 12)

"Outpost in Malaya." . . . Toronto Telemeter officials have announced that more TV viewers in Etobicoke equipped with Telemeter watched a "blacked out" home team professional football game at \$2 a home than viewed all four other major league football games combined available to them on "free" TV. The survey was taken by Canadian Facts, Ltd. The survey showed that 35 per cent of the Telemeter homes viewing TV during the Sunday afternoon of Oct. 29 were watching the game. For the period of Nov. 13 to Dec. 20, Telemeter is offering a series of six films made from best-selling novels. These include "Ice Palace," "Island In The Sun," "Green Mansions," "Where the Hot Wind Blows," "Butterfield 8," and "Rally Round the Flag Boys." . . . Mr. and Mrs. Robert Gill, Royal, Bowmanville, promoted the showing of "Ben-Hur" with boys from local playground racing chariots down the main street for the opening of the film. The mayor cut the ribbon and during opening ceremonies issued a proclamation designating the engagement as Ben-Hur Days. The feature ran two extra days. . . . Hatton F. Taylor, general manager, Empire-Universal Films, Ltd., along with 16 mm. and TV divisions of its subsidiary, Sovereign Films, Ltd., resigned. His resignation was for personal reasons. He came to Toronto in 1958 from Boston, where he had been RKO branch manager until that company's dissolution. He became Empire-Universal's general manager in 1959, then added the Sovereign responsibilities in 1960. . . . The Industrial Development Bank has taken a new look at assisting theatres in reopening. This was revealed in a speech to the Saskatchewan Motion Picture Exhibitors Association by Charles S. Chaplin, chairman of the public relations committee of the Motion Picture Industry Council of Canada. Chaplin, who is also general manager in Canada for United Artists, pointed out that the purpose of IDB, which is financed by the Canadian Government, "is to provide assistance to those who are engaged or about to engage in an industrial enterprise in Canada. That is, in any industry, trade, or any other business undertaking of any kind." Chaplin said that he had been queried by the IDB relevant to details on all phases of theatre operation, and he promised cooperation by UA in the supplying of outstanding films at fair terms.

ALBANY

A testimonial dinner for Elias Schlenger, Fabian division manager, who moves to Harrisburg, after Jan. 1, as director of the circuit's Pennsylvania and Virginia theatres, will be given at the Shaker Ridge Country Club, Dec. 5. Edward L. Fabian, operating head, is expected to attend, with others from the home office. Also Adrian Ettelman, Schlenger's successor here and now district manager on Staten Island. Schlenger, who has served as first assistant chief barker of the Albany Variety Club, will take the place of Louis R. Golding (who is to retire). Dinner committee comprises Herb Schwartz, Jules Perlmutter, Joe Miller, Bill With, Phil Rapp and George Lournia. James B. Richards former manager, has assumed operation of the Sidney in Sidney. Harold deGraw continues to conduct the Palace in Oeonta. Both houses are bought and booked by Ray Smith, of Albany. DeGraw recently visited Filmrow with Smith. . . . Chet Tompkins, buyer-booker for the Ravena in Ravena and the Schoharie in Schoharie, made his first bid for public office as justice of the peace on the Democratic ticket in the Town of New Baltimore. Ravena, incidentally, has a justice of the peace, Sylvester Albano, who owns Albano's

Drive-in. . . . The Variety Club held a cocktail party and buffet supper at its rooms, to increase membership and to strengthen representation from all phases of the entertainment business. . . . Alex Pedro is staging Saturday "Community Nights" at the Community, St. Johnsville, in cooperation with local merchants. . . . Sam Le Balbo, booker for Kallet Theatres, of Oneida headed for the woods on a deer hunt. . . . Albany Downtown Unlimited, Inc. presented certificates of merit to Fabian Theatres for its modernization of the Palace, and to Stanley Warner Theatres for its renovation of the Strand—both on a large scale. Elias Schlenger, division manager, accepted for Fabian; Martin Burnett, district manager, for SW. The awards, part of National Downtown Week observance were made to Schlenger, Burnett and others for "outstanding contributions to building an even finer downtown." . . . Brandt Theatres, of New York, will buy and book pictures for Scaroon Manor Hotel, at Schroon Lake, next season. Louis and Bernard Brandt, owners of the Sagamore Hotel on Lake George, having purchased the 500-acre plant from Joseph Frieber, its operator for 37 years. An Adirondack Mt. showplace, Scaroon Manor has an outdoor and an indoor theatre, a golf course and other top facilities. Films have

been presented twice weekly from May to October, the account being serviced from Albany. Howard Goldstein did the buying and booking the past several years. . . . The Hellman Theatre advertised "no admission under 16, at any time" for "La Dolce Vita." Film tabbed as "For mature adults only."

ATLANTA

The North 52 Drive-In, Charleston, S.C., closed to make way for Interstate Highway 26. A new spot costing around \$300,000 will be opened within 30 or 60 days nearly 400 yards to the rear of the original location. When it reopens, it will boast a new screen 72 feet high and 122 feet wide and will have room for 1,000 cars. . . . After 45 years of theatre managing, P. L. Taylor, general manager, Dixie Columbus Ga. has retired and will return to his California home. . . . W. F. Wilson operator, Tiger Drive-In, Tiger, Ga., will take over the buying and booking for the Sheryll Auto Drive-In, Hiwassee, Ga. . . . The McLendon Theatre Circuit has closed their Franklin Drive-In, Franklin, Ga. . . . Ralph Johnson, Cairo Drive-In, Cairo, Ga. was hospitalized with a heart attack. . . . Mrs. J. W. Bennett, whose husband owns the Benet Drive-In, Abbeville, Ala., and Goober Drive-In Headland, Ala. is hospitalized. . . . Mrs. Carman Bunch, Navy booker with headquarters in Charleston, S.C., was in for a booking trip. . . . Sid Laird, vice-president, Al-Dun Amusement Company West Point, Ga., was back from a trip to Ocala, Fla., where he installed a new manager for Video Corporation, Don Campbell. . . . MOTION PICTURE EXHIBITOR correspondent P. H. Savin was back at his office after a spell at a local hospital. . . . Local WOMPI held a Bingo birthday party for the patients at Highview Nursing Home. . . . Sunday film showings are off again at the Grand, Cornelia, Ga. The city commission had granted permission for manager Bob Hall to offer one showing each Sunday, but the ban against Sunday shows was reinstated when a pretty girl stationed in front of the theatre began doing the hula to attract patrons to see "Gidget Goes Hawaiian."

BOSTON

Reports are strong here that the Telepix, 250-seat house in the Park Square office building, will be taken over by Joseph E. Levine, the producer-distributor, Embassy Pictures Corp., and Al Daytz, Daytz Theatres, sometime in April. The new operators will expand the theatre to 350 seats by taking space now occupied by a shoe shining establishment on the mall of the office building where the theatre is located. The lease of the theatre, operated by Irving Isaacs for some 20 years, expired, and well informed circles reported that Levine and Daytz have leased the house which started out as a newsreel theatre two decades ago. Isaacs revealed earlier that he was looking for a new home for the Telepix theatre on the expiration of his lease. Evidently, the new operators will change the name of the house, and indica-

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• Film Distributors

ALLIED ARTISTS, 152 Vance Ave.—JACKSON 7-9424

Br. Mgr.: Bailey Prichard. Office Mgr. and Booker: F. J. Kaiser. Sales: Henry Hammond. Cashier: Vivian Wahlquist. Emerg. Phone: BRoadway 4-4787.

COLUMBIA, 162 Vance Ave.—JACKSON 6-3268

Br. Mgr.: Norman J. Colquhoun. Office Mgr.: Frank Owen. Sales: James Pope, Tate Baker. Booker: Charles Snowdy. Cashier: Mae Carper. Emerg. Phone: None.

HOWCO, 399 S. Second—JACKSON 6-8328

Br. Mgr.: Charles Arendall. Booker: Margaret Irby. Cashier: Evelyn Kaiser. Emerg. Phone: GLendale 2-1950.

DON KAY ENTERPRISES, 492 S. Second—JACKSON 7-4023

Owner: Don Kay. Office Mgr. and Booker: Teenie Yeger. Sales: Glen Calvert. Emerg. Phone: FAirfax 3-6963.

METRO-GOLDWYN-MAYER, 158 Vance Ave.—JACKSON 5-5443

Br. Mgr.: Louis C. Ingram. Office Mgr.: Etheline Mayo. Sales: J. R. Fly, P. H. Holmes. Bookers: Mike Bissio, Bill Borber. Cashier: Betty Walden. Field Exp.: Judson Moses. Emerg. Phone: BRoadway 4-9495, 357-5895.

PARAMOUNT, 502 S. Second—JACKSON 6-7425

Br. Mgr.: Howard A. Nicholson. Office Mgr.: Travis Carr. Sales: Tom S. Donahue. Emerg. Phone: None.

20TH CENTURY-FOX, 151 Vance Ave.—JACKSON 6-2164

Br. Mgr.: Don Coursey. Office Mgr.: Dewey Hopper. Sales: Leo R. Winkler, Bonnie O. McCarley. Booker: John Crawford. Cashier: Mary Frances Rygaard. Field Exp.: Jerry Berger. Emerg. Phone: None.

UNITED ARTISTS, 151 Vance Ave.—JACKSON 5-8467

Br. Mgr.: E. J. Stevens. Sls. Mgr.: James Martin. Sales: E. N. Stevens. Booker: Katherine Randle Keifer. Emerg. Phone: BRoadway 6-1981.

UNIVERSAL-INTERNATIONAL, 138 Huling—JACKSON 6-4161

Br. Mgr.: Bob Carpenter. Office Mgr.: Fred Curd. Sales: Maurice Basse. Booker: Charles Craig. Emerg. Phone: GLendale 2-5426.

WARNER BROS., 402 S. Second—JACKSON 6-1191

Br. Mgr.: Jeff Williams. Office Mgr. and Booker: Bill Boyd. Sales: Charles Jones. Emerg. Phone: EXpress 8-4655.

W & Y, 492 S. Second—JACKSON 5-2384

Owner: Teenie Yeger. Sales: Glen Calvert. Emerg. Phone: FAirfax 3-6963.

• Supply Dealers

NATIONAL THEATRE SUPPLY, 412 S. Second—JACKSON 5-6616

Emerg. Phone: GLendale 2-5269.

TRI-STATE THEATRE SUPPLY, 320 S. Second—JACKSON 5-8249

Emerg. Phone: FAirfax 7-3975.

• Screen Trailers

NATIONAL SCREEN SERVICE, 399 S. Second—JACKSON 6-7454

Emerg. Phone: FAirfax 4-7252.

• Signs, Advertising and Printing

NATIONAL SCREEN SERVICE, 399 S. Second—JACKSON 6-7454

PEERLESS PRINTING, 410 S. Second—JACKSON 6-1770

THEATRE POSTER EXCHANGE, 184 E. Calhoun Ave.—JACKSON 7-3836

• Film Delivery Services

AIR DISPATCH, INC., 311 S. Second—JACKSON 5-6848

Agent: L. E. Hester.

FILM TRANSIT, 311 S. Second—JACKSON 5-6848

Pres.: M. H. Brandon. Mgr.: G. L. Brandon.

• Shipping and Inspection Service

MEMPHIS FILM SERVICE, 291 Hernando—JACKSON 5-8356

Mgr.: A. S. Crews.

• Service Companies

ALTEC SERVICE CO., 3644 Carnes—GLendale 8-5284

AUDIO VISUAL EQUIP. SUPPLY CO., 308 S. Second—JACKSON 5-1343

RCA SERVICE CO., 2150 Washington, Apt. 3—BRoadway 6-7508

• Theatre Service

SOUTHERN THEATRE SERVICE, 408 S. Second—JACKSON 6-0461

Owner: John T. Gannon, Jr.

• Motion Picture Exhibitor

Representative: Mrs. Tom Spalding, 3070 Kimball Road, Memphis 14, FAirfax 4-4301.

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NEXT!

Seattle Territory

Issue of November 22

Salt Lake City Territory

Issue of November 29

Save Them!

tions are it will serve as a showcase for the producer's art pictures. . . . There's a new look at the State, formerly the Trans-Lux, but still operated by Trans-Lux. The house has new marquee lighting and exterior face-lifting, new easels and display boards. The work was done under the direction of the State's new house manager, Charles Coburn, who comes to Boston from the Avalon, Baltimore. The house is unique also in that it is the only theatre in which Chinese films are shown on Wednesdays and Fridays after the conclusion of the regular show. Manager Coburn has just renewed the theatre's contract with the Chinese people's group, Kim-Sing, for showing of Chinese films on Wednesday and Friday nights for the 1962 season. . . . Edward Segal, former branch manager of Warner Bros., and former manager of the Gary, is now associated with Stan Davis, Continental Distributing, Inc. He replaces Dick Feinstein, who has been transferred to the print department of Continental's home office. . . . Frank Capra arrives in Boston on Nov. 16 for a press luncheon at the Ritz Carlton for "Pocketful of Miracles," United Artists, which will open Nov. 27 at Loew's Orpheum. . . . Mel Basel, special events director for Samuel Bronston's "El Cid," is setting up a benefit premiere for burned out educational television station WGBH-TV at Dan Finn's Astor. . . . John Markle, exploitation chief of Columbia, had Barbara Luna in for a press luncheon and the film actress went on eight radio interviews and two tv shows for "The Devil at 4 O'Clock," which opened big at Loew's Orpheum.

BUFFALO

Tent 7, Variety Club of Buffalo, has nominated the following barkers for the office of director for 1962: Harry Berkson, Empire Drive-In Theatres, Inc.; Bernard Burns, Lake City Furniture Co.; Van Buren Devries, WGR-TV; Nathan Dickman, Empire Drive-In Theatres, Inc.; Thomas Fenno, WKBW Radio; Charles Funk, Century; Myron Gross, Co-operative Theatres of Buffalo; James J. Hayes, Cinema; G. Pat Mendola, Mende Advertising Co.; Dewey Michaels, Michaels Theatres, Inc.; Albert Petrella, Cross-Town Advertising Co.; William Shirley, United Artists exploiteer; and Bert Topal, UA branch manager. . . . W. E. J. Martin, drama and motion picture editor of the Buffalo Courier-Express, will be honored Nov. 14 at a testimonial dinner in the Buffalo Variety Club. Martin is retiring the end of October from the newspaper business. Col. Bill Shirley is chairman of the dinner arrangements and James J. Hayes is co-chairman. Martin, a native of Pottsville, Pa., was 70 on Oct. 6. For 50 of these years, he has been a newspaperman. He is a past chief barker of Tent 7, was its secretary-treasurer from 1936 to 1941, and its secretary from 1947 to 1948 and from 1952 to 1954. . . . The big fall fashion show staged by the downtown merchants on the stage of the Paramount was a terrific success, over 2600 attending the opening show, according to manager Ed Miller, and larger numbers were tacked up for Friday and Saturday. The show was staged each morning at 9:30 a.m. Abigail Van Buren (Dear Abby), whose column is a daily feature in the Courier-Express, made a personal appearance at each show. Free tickets for the show were obtained through the newspaper. The Courier-Express gave the event a lot of valuable publicity. The show was part of a long campaign which merchants have been waging to boost downtown Buffalo. . . . The Rochester Red Wings sponsored the premiere of Cinerama at the Schine Monroe in Kodak Town.



Senator Kefauver attended the recent world premiere of MGM's "Bridge To The Sun" in Washington, D. C., and is seen with star Carroll Baker and authoress Gwen Terasaki as Mrs. Drew Pearson, wife of the noted columnist, extreme right, looks on.

CHARLOTTE

Mrs. Elizabeth Hinson was hostess at her home at a tea on Sunday, Nov. 5. Honorees were Mrs. Myrtle Parker, national president of WOMPI, and Miss Betty Beatty, corresponding secretary. Mrs. Parker and Miss Beatty received the good wishes of the many members of the local WOMPI club. Both Mrs. Parker and Miss Beatty are charter members of WOMPI and both have served as Charlotte president, Mrs. Parker being one of the organizers and first presidents. Mrs. Parker was chosen "WOMPI of the Year" in June by her club.

CINCINNATI

The first closed circuit television boxing double-header will be staged at the Albee the night of Dec. 4, when a pair of heavy-weight bouts will be screened. The first fight will be the 15-round heavyweight title match between champion Floyd Patterson and Tom McNeeley, scheduled for Toronto, Can. The second bout will be between Sonny Liston, Philadelphia contender, and Albert Westphal, West German champion. Match will be held in Convention Hall, Philadelphia. Joe Alexander, Albee manager, anticipates a good house, as fight fans have given support to previous bouts. Prices are expected to be \$4.50 and \$5, same as for previous fights. . . . Milton Gurian, Allied Artists manager, and area chairman for the Will Rogers Memorial Hospital fund drive, wishes to remind exhibitors that time is running short and urges them to increase their efforts to insure a successful campaign. . . . Robert Oda, manager, Shor's Woodlawn Drive-In, has been transferred to the Twin Drive-In as manager. . . . Herman Hunt, operator, Cinestage, Columbus, O., and McCook, Dayton O. reported that his wife is resting comfortably after breaking her arm in a fall at the McCook. . . . William and Philip Broack, Tri-State Theatre Service, attended a one-day convention of West Virginia of Allied States, in Charleston, W. Va. . . .

COLUMBUS, O. NEWS—Mayor Ralston Westlake will cut the first anniversary birthday cake for Cinerama in Columbus at RKO Grand Nov. 3. Special days for various classes of patrons are being planned by RKO city manager Ed McGlone. . . . Herman Hunt will close "Spartacus" at Hunts Cinestage Nov. 12 after a run since June 22. . . . Arch Oboler, writer-producer, will be in Columbus Nov. 10-11-12 in advance of "One Plus One" at RKO Palace. . . . Gene Sheldon, Columbus comedian in the cast of Walt Disney's "Babes in Toyland," will arrive here Nov. 16 to publicize the Disney film booked by RKO Palace.

DALLAS

Actress Arlene Dahl, Eddie Albert, Dale Robertson, and Clu Gulager were among the Hollywood personalities here to take part at a Texas Hoedown at the Black Mark Farm. . . . Jack Walton, local manager of Don Kay Pictures; Harry Goldstone, sales manager for Astor Pictures; and Don Kay, were on a tour of local circuit offices in behalf of "The Peeping Tom," which stars Moira Shearer, Ann Massey, and Carl Boehm. . . . James Pritchard Jr., sales executive, Don Kay office, returned from a business trip made in south Texas. . . . Bob O'Donnell, head of General Films, returned from a business trip he made to the film capitol, Los Angeles. . . . Hardin Theatre Supply Company reported that they have completed a job at the Ritz, Richardson, Tex. Ramon Lence has renovated and reopened the Ritz, a 370 capacity house. Lence also operates the Arapaho Drive In.

DES MOINES

Cinema 77, a non-profit organization, is presenting eight movies, one a month, at the Varsity, Des Moines. The films play for one night with two performances. Admission is by season subscription amounting to \$6. The first film to be shown is "The 400 Blows." . . . Dick McCauley has taken over the Carlisle, Carlisle, Ia., with shows to be held on Friday and Saturday nights. . . . Frances Boys, formerly with the Paramount exchange, is now in the cashier department at Warners, Des Moines. . . . The Traer, Traer, Ia., is trying out a family season ticket which sells for \$20.40 with the season running from Oct. 1 to next Sept. 30, 1962. The community chamber of commerce operates the house and set up the season ticket plan. Individual season tickets are priced at \$10.20. . . . The Strand, Waterloo, Ia., has undergone a \$36,000 remodeling with the inner walls of the theatre turned into one huge abstract painting. Gunnar Dahlstrom of Minneapolis was the decorator.

DETROIT

Robert Vickery takes over the operation of the New Center. He presently is running the New Art and the Macomb in Mt. Clemens. Robert Himelein buys and books for these two, and will now also handle the New Center. This last, which had been closed down by fire, was recently reconditioned and reopened by a group headed by Saul Korman. . . . The advertisements for the Bel Air Drive-In, Saginaw, Mich., read "Open Tonight, 3 Adult Hits, for Program Information Call," and the numbers. Apparently Saginaw County Prosecutor Robert L. Richardson, Jr., not only called by phone, but what he learned led him to call in person. Armed with a copy of the law governing pornographic films he stopped the showing of "Not Tonight Henry" and confiscated the film, concerning which protests had been received. He will ask for a warrant charging the operators with "exhibiting indecent films." Another film was substituted for the seized one, and the show went on. . . . To publicize "Breakfast At Tiffany's" at the Madison, a unique tie-up was arranged with Wright-Kays, the "Tiffanys" of Detroit. Wright-Kay placed an ad in the local newspapers (off the amusement pages) announcing Breakfast At Wright-Kays, on the opening day of the film. Coffee and crumpets were served (on all three floors of their store) from 9:30 to 10:45, and cards were given out which were good for admission to the Madison's first show. Wright-Kays were pleasantly surprised to have a hold-out at opening.

JACKSONVILLE

... John E. Hart, local Prudential Insurance executive and husband of WOMPI Mary Hart, is the first national chairman of Co-WOMPI, an organization formed in Charlotte during the recent WOMPI convention by 14 husbands of WOMPI members. The purpose of the new group is to encourage the participation by husbands of WOMPIs in WOMPI charitable and social affairs, and to aid their wives in community activities which improve the public image of the motion picture industry. Named to serve with Hart on the Co-WOMPI executive committee were Sandy Kohn, Atlanta; Harry K. Oliphint, Denham Springs, La.; and George Olivier, Washington, D. C. ... Joe Thrift, Florida manager, Howco Films, announced the removal of the firm's distribution offices from the Consolidated Building to a more centrally-located placement on the fourth floor of the Guaranty Trust Building across from the Florida Theatre. Howco's film shipping station has been moved, Thrift said, from the Consolidated Building to the former Paramount shipping building in the vicinity of Railway Express yards and Benton Bros. Film Express. Scott Lett, Howco executive from Charlotte, came in to help with the details of moving. ... All Film Row booking and distribution offices are now situated in a compact area along East Forsyth, with the exception of Allied Artists, Universal, and 20th-Fox, which are close by on East Bay. Also conveniently located in the same area are several theatre circuit offices and the 77-seat Studio Theatre on the seventh floor of the Florida Theatre Building, the scene of most Florida trade screenings. ... Mrs. Laura Kenny, who served as the first president of the Atlanta WOMPI group, is now an active sustaining member of the local WOMPI and visits here often from her home at Jekyll Island, Ga.

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MEMPHIS

Family Movie of the Month, as selected by the Better Films Council, Mrs. James Fall Hall, film reporter, was "The Great War," World War I comedy-drama, with "Breakfast at Tiffany's" selected as the Adult Movie of the Month. "Back Street" ran "Breakfast" a close second in the Adult selection. ... Arkansas exhibitor news includes information that three drive-ins, Big Four, Benton; Rocket, Magnolia; and Skyview, Arkadelphia, closed for the winter season, and City Junction City, also closed. ... Warren Moxley has opened Fiesta, Blytheville, Ark. ... In Tennessee, the Carroll Drive-In, Collingwood, and the Bell Air Drive-In, Centerville, closed. ... In Mississippi, the Royal Drive-In, West Point, closed. ... Lakeview Drive-In, Hardin, Ky., is dark for the winter months, as is Mary Drive-In, Cherokee, Ala. ... The local Health Department has praised the 34 Memphis theatres for their increasing cooperation in the bi-monthly sanitation inspections. Crosston was cited as making outstanding progress, coming up from 66 to 98 (perfect score is 100). Ratings are based on conditions of toilet facilities, snack bars and over-all cleanliness.

NEW HAVEN

Stanley Warner has announced a "Cinema Guild Series," featuring once-a-week programs of unusual, prize-winning attractions over a six-week span, at the Bristol, Bristol; State, Manchester; and Capitol, Willimantic, series tickets selling for \$4.50 and single program tickets for one dollar. All theatres concerned are first-run, hard-top situations. ... Elliott Kone, head of New Haven-based Group 9 Productions, is further diversifying his Connecticut activity, through establishment of a publishing firm, The Reader's Press. Initial book is a paperback, "Study in College," by Norman Fedde. ... Attorney Joseph A. Adorno, counsel for Adorno Theatres and son of the late industry pioneer, Sal Adorno, has turned down a flattering offer from newly elected Middletown Mayor John S. Roth to serve as City Corporation Counsel. Adorno told His Honor he thought a conflict of interest might arise if he held the counsel post while also serving on the board of education. Secondly, he remarked some people might

construe the appointment as a political reward, "and this I don't want to see happen." ... Two Connecticut newspapers—the afternoon Bristol Press and the New London Evening Day—are running a series of institutional motion picture theatre attendance ads, at suggestion of Dennis J. Rich, Stanley Warner Bristol, Bristol, and Russell Newton, American Theatre Corporation's Capitol, New London. ... Jerome A. Newman, New York, a Loew's, Inc., director, has been named to the board of trustees at Bennington College, Bennington, Vt. He is also president and director of the Graham-Newman Corporation, board chairman and director of Government Employees Insurance Company, and director and executive committee member of Pepsi Cola Bottlers and Government Employees Corporation. ... Sperie P. Perakos, general manager, Perakos Theatre Associates, held an invitational screening for opinion-makers of Columbia's "The Devil at 4 O'Clock," ahead of Beverly, Bridgeport, opening. ... Sperie P. Perakos, president of Connecticut-based Norma Film Productions, and Mrs. Perakos will fly to San Francisco Nov. 8 to attend the San Francisco International Film Festival screening of Norma's initial effort, "Antigone." Perakos, who is also general manager of Perakos Theatre Associates, independent Connecticut theatre circuit and president of the Connecticut Drive-In Theatres Association, attended the Berlin, Germany, International Film Festival this summer, in his capacity as Norma president. ... Mrs. S. E. Goidell has been elected president of the Springfield, Mass., Motion Picture Council. Miss Louise Mace, retired motion picture editor of the Springfield Newspapers, is serving on the advisory board.

PHILADELPHIA

Dell Theatre 40th and Girard, Philadelphia, which has been closed, is going to reopen on Christmas by two brothers new to the business, Harry and Leon Cohen, as an all-Negro house. It will be handled by Nathan Milgram Services. ... That grand old man of Philadelphia show business, Al Boyd, celebrated his 85th birthday. ... Condolences to Ed Feinblatt, Columbia salesman, upon the death of his father. ... David Milgram Theatres have moved their offices to the Fox building, 16th and Market Streets.

PITTSBURGH

Win Fanning, acting drama-movie editor of the Post-Gazette (in the absence of Harold V. Cohen), devoted his Sunday column to the practical difficulties he foresees for pay-tv. Top talent, as well as top sports events would come from free tv—while the Broadway shows, dangled as bait by the pay-tv promoters—are far fewer in number than is generally realized, especially in the top hit category. Thus, pay-tv, if adopted, would not only drive out free tv as it now exists, but also would have very little more to offer. ... Due in town to cover the publicity beat was E. G. Marshall, who co-stars with Kirk Douglas in "Town Without Pity." ... Casino, local burlesque house, closed after a 48 week season, and will reopen after Labor Day. ... Dick Spittel, public relations man for legit producers Martin Tahse Associates, was in town as first advance man for the Nixon-bound stage plays "The Miracle Worker," "Advise and Consent," and "Fiorello." ... John Mitchell, veteran Penn doorman, is planning his retirement now that he's reached the ripe age of 84.

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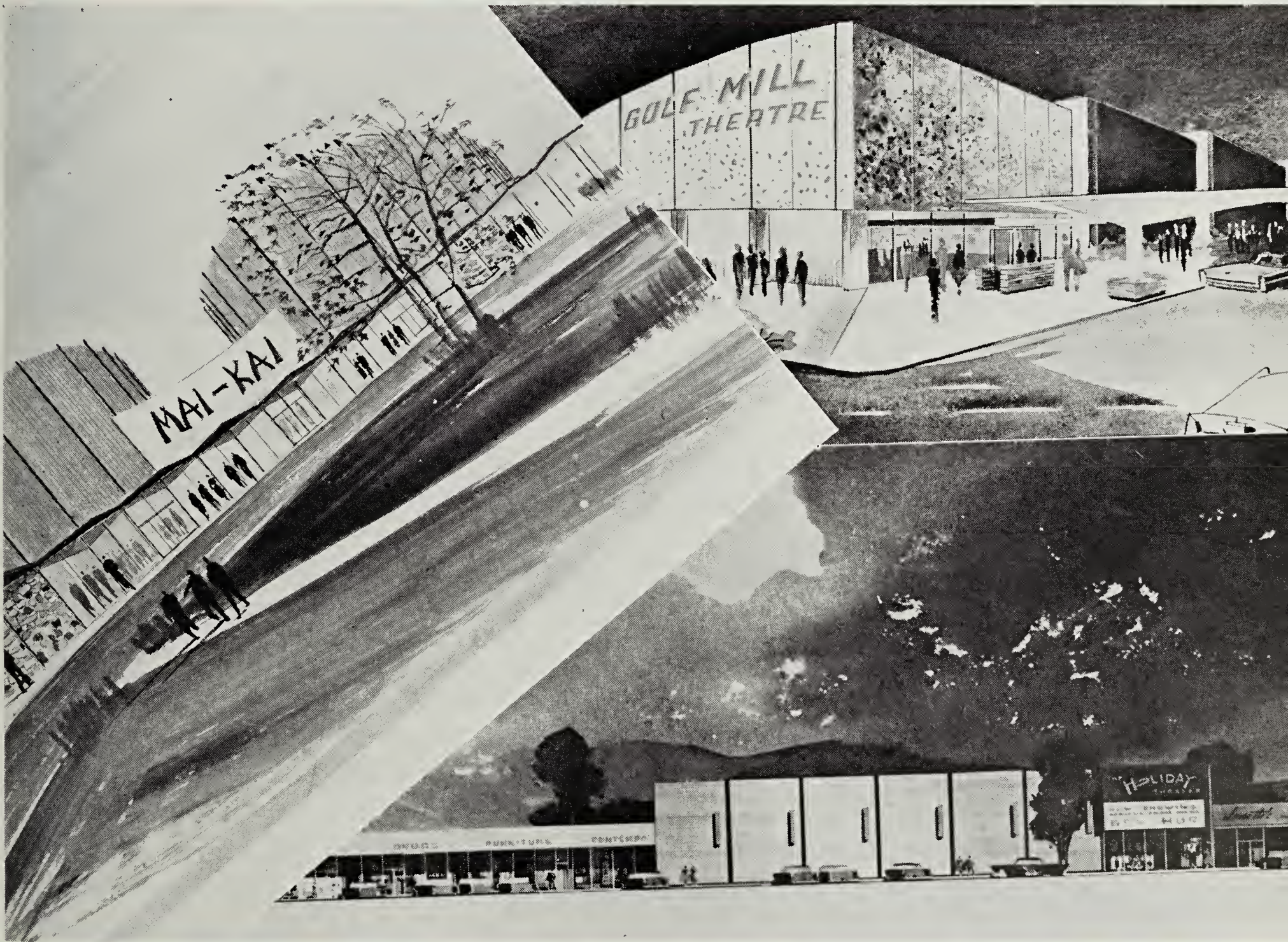
New Products

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PHYSICAL THEATRE

•

EXTRA PROFITS



The Golf Mill Theatre, Niles, Illinois; The Holiday Theatre, Canoga Park, California; and the Mai-Kai Theatre, Livonia, Michigan, are three theatres representative of the host of shopping center theatres being constructed throughout the nation. For additional information, read "A New Era" beginning on page PE-5. See page PE-18 for more about Mai-Kai.

November 15, 1961

Volume 16

Number 11

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.

new Dole Pacer Dole Director



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EDITORIAL

The New Era

In a report available from the University of Connecticut, and summarized by the Small Business Administration, it is verified that the planned, controlled suburban shopping center has been generally accepted as one of the major developments in retailing in the postwar period. Estimates by various groups indicate that approximately 4,000 shopping centers were in operation in March, 1961 and that this number may be more than doubled by 1965.

Along these same lines, Albert Sussman, executive director of the International Council of Shopping Centers has this to say about shopping centers and shopping center theatres:

"Ninety per cent of all theatres built in the last five years were built in shopping centers. (Presumably, he is speaking of hard-tops). This is due, in a large measure to the shifting population and because of the ample parking facilities available in centers. It is now estimated that at least 1 of every 5 new regional shopping centers will include a theatre.

"The average size of center theatres is 1,200 seats. Smaller theatres, recently built in Florida, range from 800 to 1,000 seats. The larger theatre seating is for approximately 2,000 people.

"Shopping centers which now (October, 1961) number 5,000, are expected to increase to 10,000 by 1965."

Other reports seem to concur with these statements, and further predict that the shopping center will soon be responsible for 50% of the nation's retail business.

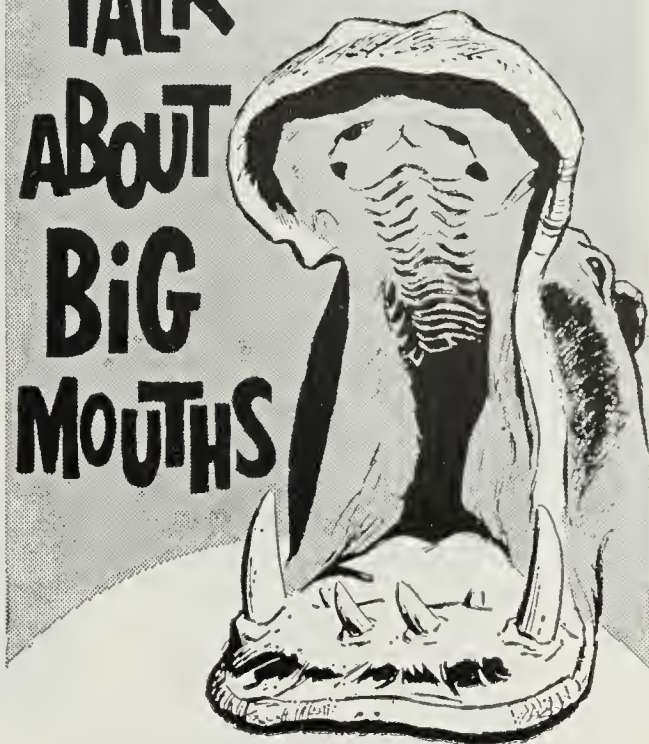
In this issue of Physical Theatre, the article entitled "A New Era" discusses a little more fully the effect of the shopping center on the motion picture exhibitor. It should interest all our readers.

That the center is a valuable location for a motion picture theatre is a fact which the industry should carefully consider as theatre construction continues to increase.

We think they will.

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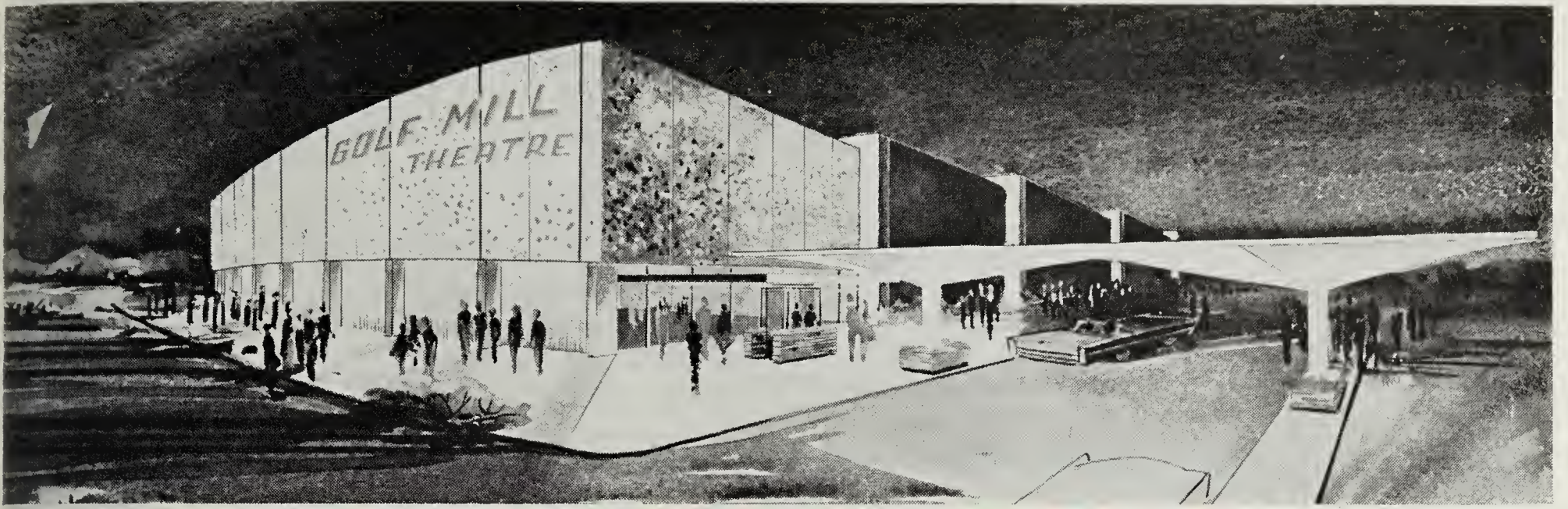
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A NEW ERA

When a shopping center is designed in such a way that its public impact is one that creates an emotional desire to visit the place, the opportunity is then greater for the exhibitor to increase his attendance by applying additional pressure to those same emotions that drew the crowd to the center.

The city, as it has been known, is rapidly disappearing. Those who casually speak of a city and its suburbs, unknowingly speak of something that is dying; since, in terms of population and physical area, the contemporary "city" goes beyond the traditionally accepted boundaries.

Unfortunately, the nation did not adequately foresee the galloping pace of our growth, so the extent of the automobile boom; and the housing boom; and the television boom; and the booms in numerous other American industries were greatly underestimated.

Many energetic businessmen who were optimistically planning new ventures in our bulging suburbs, did not go far enough, and failed to fully exploit our speedy growth, with the result that that providential creature of the evaporating city—the shopping center—was not the recipient of all the attention it deserved. Indeed, we were taken by surprise when the shopping center attained its present eminent position.

Parking space allocated to immediate post-war shopping centers has now become conspicuously inadequate, with many plans having allotted twice as much parking space as selling space. Today, the mother of the shopping center—the automobile—is so great in number, and used so incessantly by the public, that recognition of the shopping center has increased to the point where they are often planned with the ratio of parking space to selling space at 5 to 1.

Clearly, the population shifts and the attractive convenience afforded by the shopping center has made it an undoubtedly valuable piece of real estate.

Interurbia

Still another of the factors causing the impelling expansion of the shopping center is

the speed with which the now-familiar marvel known as Suburbia evolved into the infinitely more complex social pattern known as Interurbia.

Briefly, Interurbia, or "strip city," which is another frequently used label, is a term used to describe such areas as the one that runs from Boston to Washington, into which people have crowded, enveloping existing cities and towns in the formation of long, continuous cities often hundreds of miles long.

The area mentioned—Boston to Washington—is no longer a Greater New York, or a Greater Boston, Philadelphia, Baltimore or Washington, it is virtually one amazingly productive 600-mile city from Maine to Virginia, where are housed one-sixth of the nation's population.

These emerging "strip cities," are playing, and will continue to play an important part in the unusually active construction of motion picture theatres.

The Automobile

Since it is now clear that these sprawling "strip cities" will, in the near future, comfortably shelter the majority of the nation's booming population; and since the apparently unceasing use of the private automobile is outstripping the central city's ability to cope with it, the remedial shopping center theatre

will, understandably, continue to expand in order to give the nation-wide interurbian public the convenience it rightfully demands.

The automobile, that innocent little creation of the American way of life has become, in the eyes of city fathers, a creeping catastrophe which is threatening the physical well-being of central city life. Corrective action is being called for on all victimized fronts; and, naturally, some sort of direct action is inevitable.

It is probably not being dangerously bold to suggest that the day is fast approaching when the unfortunate private car, the fatal victim of its own innocent creation, will be barred altogether from the strangling metropolitan cities; and that at that time more and more elaborate malls and attractive shopping centers, already proved pleasing to the public, will be born in answer to intensifying public calls for convenient and luxurious shopping and entertainment.

Many people, in the theatre industry, as in others, who have noticed this obvious shift in the theatrical "balance of power," have already begun to act. They reflect, in their construction of new theatres, not only justified optimism in the future of the motion picture industry, but a similarly justified confidence in the "new" future of the shopping center.

Golf Mill Theatre

For example, people in the Niles, Illinois area were, not too long ago, looking anxiously into the future when they would be able to enjoy the convenience of shopping center theatre entertainment.

Their first shopping center theatre was built in the Golf Mill Shopping Center at Golf Road and Milwaukee Avenue, which people
(Continued on page PE-6)

PHYSICAL THEATRE

Vol. 15, No. 11

November 15, 1961

from all parts of Chicago will find easy to reach.

As the patrons of the Golf Mill leave their cars—which they park on the 2,000-capacity lot—and enter the new theatre, they will find themselves relaxing in 1800 comfortably spaced, spring-back American Theatre chairs as they listen to the only transistorized sound system in the area. Beautiful six-track stereophonic hi-fidelity sound from 20 Altec speakers will accompany the activity projected on the giant 22'6x50'0 screen by Century 70/35mm projection equipment.

Even before they enter the theatre, the elated patrons of the Golf Mill realize that the planners were considerate of their comfort, since entrance into this hard-top will be comfortable in all kinds of weather. The boxoffice and sidewalk is covered by an eight-foot high canopy, heated to keep the front of the theatre warm and dry of snow or rain.

There is also an extended broad canopy and driveway to the theatre front, so the automobile driver can unload his passengers prior to parking the car. For the driver, there is free umbrella service.

This \$1,750,000 theatre, owned and operated by Morton Fink Enterprises, and designed by Melco Engineers of Chicago was scheduled to open November 3, under the management of Bene Stein.

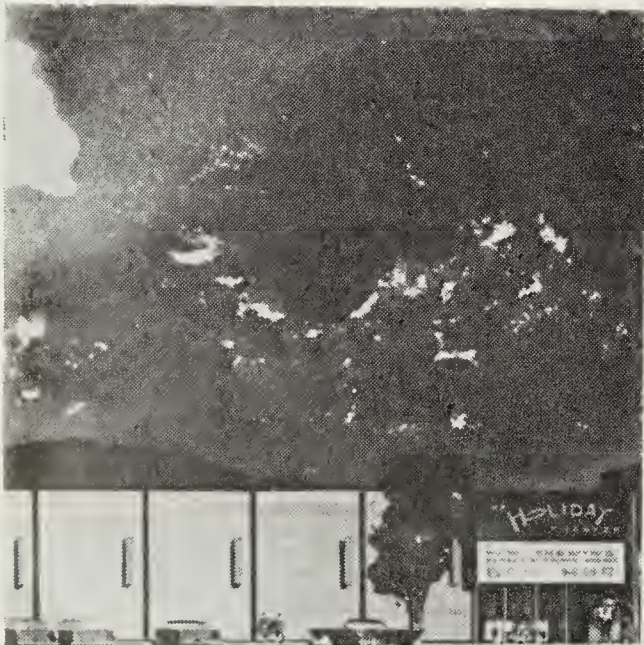
Another of the many operators who is showing confidence in the theatre business—particularly the shopping center theatre business—is Jack Grossman and Associates.

The Holiday Theatre

In Canoga Park, California, Grossman's 60'x150' Holiday Theatre is being built on the East side of Topanga Canyon Boulevard, on a 5-acre shopping center.

The 920 patrons who will be seated in the Holiday will view a 22'x45' screen—the largest in the San Fernando Valley. Building and supervising the theatre and two adjacent store buildings is Richard Modiano, president of the Modiano Construction Company, with William N. Bonham the architect.

Jack Grossman & Associates
The Holiday Theatre
Canoga Park, California



The "New" Shopping Center

The era of the "new" shopping center is currently in the embryonic stage, but when it reaches eventual maturity, it will be a tremendously profitable era for the vigilant businessman, and a considerably beneficial one for the awaiting public.

What is going to cause this exuberant interest in the shopping center theatre? What, exactly, is this new-born king of the motion-picture industry? Let's pause at this point and take a careful look.

As explained earlier, the old concept of the American "city" is rapidly becoming an integral part of the lexicon of American folklore. Well, so too is the post-war image of the shopping center.

This center, possibly a tract of 25 acres, housing a cold-appearing 15 or 20 stores, most likely has, as its central attraction, a well-stocked supermarket or a good-sized branch of a leading department store; and it boasts loudly of its easy accessibility by automobile, its high-traffic location, and its uncanny ability to park thousands of cars.

Now, to some, it seems that this well-meaning servant misunderstands who it is serving. To some, it appears that this prosperous representative of American marketing is innocently directing its affections to the wrong object—the automobile.

True, the automobile is the culprit that caused the initial emergence of the modern shopping center, but the automobile is not self-propelled. The automobile does not come alone to the shopping center. The automobile does not spend the money.

It is because of an increased awareness of this ever-important human element that the "new" shopping center is able to reinforce the existing virtues of the "old" shopping center.

By building an entertainment and marketing center that is not only practically located, and possesses abundant parking facilities; but one which is, in addition, esthetically desirable to visit, the "new" shopping center is carefully rekindling the public's desire to "just go out somewhere."

The value of this increased shopping center patronage to the motion picture exhibitor is now plain to see. When a shopping center is designed in such a way that its public impact is one that creates an emotional desire to visit the place, the opportunity is then greater for the exhibitor to increase his attendance by applying additional pressure to those same emotions that drew the crowd to the center. In other words, he can make a major attempt to increase his attendance by making his theatre a "package" that is bought on impulse as well as by plan.

In contrast to the "old" center, the "new" one is not cold and unemotional. Instead, it conscientiously projects an image of exuberant life.

With carefully placed flowers and greenery, and, in some cases, such ingenious devices as year-round temperature controls, the "new" shopping center is so comfortably "homey," and the people are so unusually relaxed, that it is not being one bit facetious to predict an increase in theatre attendance due to emotional impulses.

Cherry Hill Mall

An example of this "new" shopping center is located at the intersection of Route 38 and Haddonfield Road, Delaware Township, New Jersey, where the roof-covered Cherry Hill

Mall sits, luring droves of amazed people into its midst.

This thirty million dollar center, the result of three years' planning and effort on the part of Community Research and Development, Inc. of Baltimore, and Strawbridge and Clothier, provides shopping convenience in a setting of outstanding beauty.

The unique regional shopping center presently houses 75 stores and a community hall under one roof, on an 81-acre site measuring one mile around its perimeter. A motion picture theatre is to be constructed shortly.

Its main court, Cherry Court, measures 180 feet in length and 50 feet in height, while radiating from it is the 250-foot-long Penn Hall and the 440-foot-long Delaware Mall. These are both occupied by shops which, if placed side by side on a typical shopping street, would stretch for over half a mile.

Impressive as is Cherry Hill's size, the greatest impression it makes on the visitor is due to its unusual beauty. Nothing has been spared to insure that the unique market place is outstanding in its visual impact.

Every inch of the L-shaped building of white brick, fieldstone and painted metal is ideally temperature controlled all year round, permitting the use of over 14,000 exotic tropical plants to beautify the indoor landscape.

In addition to the tall palm trees and other flora which is foreign to the New Jersey area, the malls and courts are enhanced by a waterfall, pools, streams, fountains, benches, a covered bridge, a gazebo and a giant birdcage housing such brilliantly-plumed creatures as Australian finches and South American toucans.

Other exotic touches include colorful pavements of tile, terrazzo and colored concrete in a variety of patterns; and attractive incandescent and fluorescent light fixtures supplementing the daylight admitted by the roof's clear plastic skylight.

Beautiful Cherry Hill has parking spaces for 4,500 cars, later to be increased to 6,000, all conveniently placed to give easy access to the center's six entrances.

Cherry Hill has stores and lots of parking space, just as do other shopping centers; but, unlike some centers, Cherry Hill realizes that people are the money-spenders, and that people have emotions.

On seeing it, one must be impressed with the marvelous Cherry Hill Mall, because it would be inhuman not to be.

One must be impressed with it, not only because it is new, and big, and beautiful; but also because the public has apparently accepted it as one answer to their desire to "just go out somewhere."

One must be impressed, because, like so few shopping centers, crowds gather even when the shops are closed; and, when a shopping center is designed to so greatly impress the general public, what better place for a motion picture theatre?

Over-all Activity

Of course, as is often reported, there is currently a great deal of activity in all theatre constructions; but, as Albert Sussman, executive director of the International Council of Shopping Centers, Inc. said in this month's editorial, "Ninety percent of all theatres built in the last five years were built in shopping centers," and, "It is now estimated that at least one of every five new regional shopping centers will include a theatre."

When looked at in its proper perspective—as one part of the entire boom in theatre construction—the era of the "new" shopping center looks rather impressive.

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EXTRA PROFITS

Bob Garner, Editor

November 15, 1961

Pepsi 'N Popcorn Promotion

The first annual "Pepsi 'N Popcorn" contest officially ended when Norman Wasser, Pepsi-Cola national sales manager, announced that Ivan Ackery, manager of the Orpheum, Vancouver, B. C., Canada, won \$500 and a trip to Europe for two.

Even though the contest is over, Ivan Ackery's scrapbook of imaginative promotion ideas goes on explaining why a panel of judges, consisting of Russell Fifer, executive director of the National Association of Concessionaires; James McHugh, editor of Amusement Business; and Phyllis Haeger, public relations director of the Popcorn Institute selected Ackery's campaign as the best of 19,000 U. S. and Canadian entries.

Ackery's winning "Pepsi 'N Popcorn" promotion program, originally executed in July, was built around a "Pepsi 'N Popcorn Month at the Orpheum," during which time the Orpheum was the lively site of an amazingly successful effort to increase sales by a tie-in of these two popular products.

Vancouver first started to feel the force of Ackery's promotional vigor when he arranged for "Pepsi 'N Popcorn Month" to be inaugurated by the in-person appearance of "Nikki, Wild Dog of the North."

An estimated 500,000 persons saw the Wonder Dog at special shows, parades, and on television and radio interviews, in addition to the 20,000 who saw Nikki at Kitsilano "Show Boat," a big summer event—all the time wearing his colorful Pepsi medal that he received on the Orpheum stage.

Closely following the spectacular "Nikki" promotion was a contest run by the Orpheum with the cooperation of the Royal Savary Hotel, Savary Island, B. C. To enter, patrons were required to purchase a Pepsi 'N Popcorn, and fill in the entry blank furnished by the hotel.



Ivan Ackery

The contest, called "Pepsi Holiday," offered the lucky winner an "all-expenses-paid" trip for the whole family at the comfortable island hotel.

To make sure patrons of the Orpheum were adequately reminded of the "Pepsi Holiday" contest, advertising signs were placed strategically on the stair risers leading into the main theatre section; and, at the top of the stairs, the confection bar was clearly posted with additional contest reminders.

"Everyone has to use our main stairs coming into the theatre," said Ackery. "The signs on the risers were not missed by many patrons. Besides, at the top of the stairs was a sign that wouldn't let them forget about the 'Pepsi Holiday'."

Still another intricate part of the winning promotion campaign was the "Pepsi 'N Popcorn Game" conducted daily at each matinee showing of "Nikki." In order to play the game, the children were told to save their ticket stubs to be used for the lucky drawing from the stage at intermission. If a boy drew the lucky number, he shouted "Pepsi"; if a girl, the word was "Popcorn."

Numbers were called until twelve winners were found each day, and the prizes were distributed in the foyer where all could see. "This created considerable word of mouth advertising," Ackery disclosed. "Over 10,000 children played the Pepsi 'N Popcorn Game during the first week alone."

For the fourth part of Ackery's diversified program, the entire theatre was decorated like a circus. This theme, which tied-in with the

featuring of "The Big Show" on the Orpheum screen, was naturally a very colorful part of the promotional effort.

"Outside the theatre, we had a clown spieler reminding patrons to buy Pepsi 'N Popcorn at the bar," said Ackery, describing 'The Big Show' segment. "We also made good use of our outer lobby by pasting clowns, animals and Pepsi 'N Popcorn advertising on the floor, where patrons had to walk over them to get into the theatre. . . . We broke all Pepsi records during this attraction."

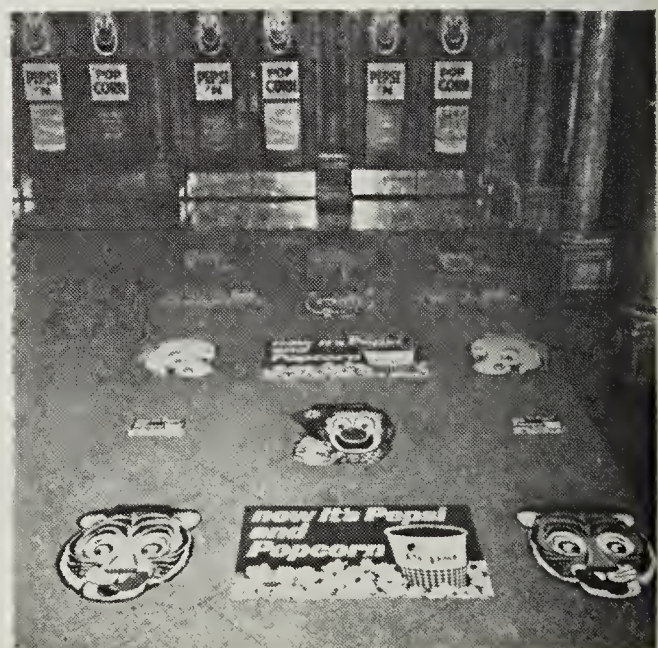
At this point, Pepsi 'N Popcorn-conscious Vancouver might have been thinking that there wasn't much that could follow; but as Ackery displayed, his creative mind was still at work.

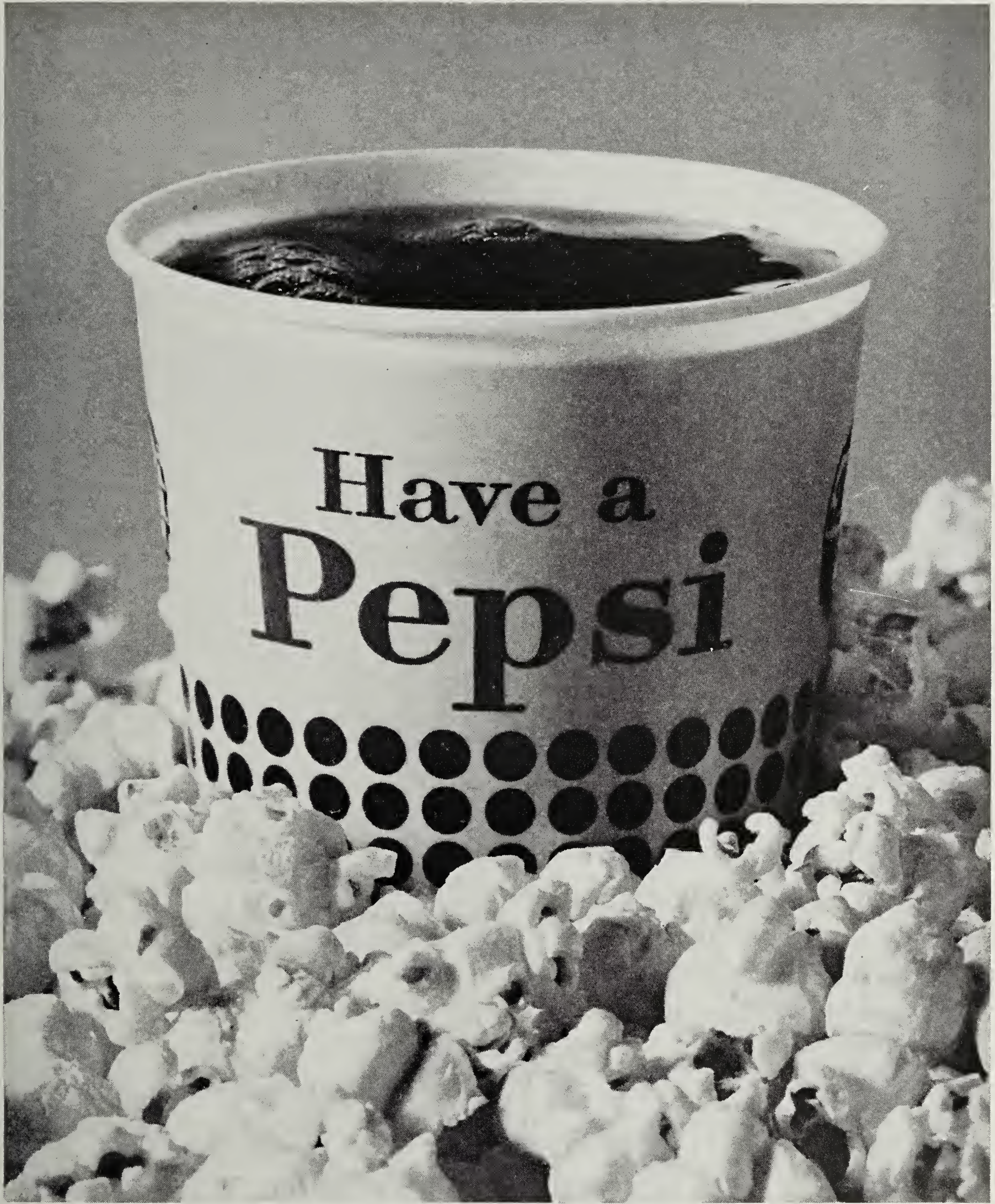
The "Color the Pepsi Bottle Top" television promotion came next, with Fred Deely, Vancouver distributor of Raleigh bicycles helping out by supplying the television time (morning and afternoons for seven days) and a bicycle for the first-prize winner, which was prominently displayed on the dais of the main floor at the Orpheum. Secondary winners of this popular event were given passes to the next Orpheum show.

Additional help came from one of Vancouver's foremost disc jockies, who described the contest and prizes to the kids, by way of a special transcription played at all theatre intermission breaks.

Another one of Ackery's dramatic attempts at keeping "Pepsi 'N Popcorn Month" in the foreground of Vancouver's attention was a 15-minute "Man on the Street" radio program, which was broadcast every day for one week. The successful "Man on the Street," a Vancouver disc jockey, interviewed kids in front of the theatre.

(Continued on PE-12)





PROFITZAPOPPIN!

Profits pop 'way up when you sell Pepsi and popcorn!
Your Pepsi-Cola bottler will show you how to make
the most of these two money-makers. Call him today!

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This Is **ITINERAMA**

Last month, in a little town called Mantel-la-Jolie in the Loire Valley some 40 miles outside of Paris, a historical event in the field of world entertainment took place.

There, on a large field, a caravan of 56 trailer trucks pulled up, 86 men got out, and in eight minutes "blew up," via compressed air, a complete 3,000-seat Cinerama theatre.

This was the public's first sight of Itinerama, a revolutionary new concept in entertainment, which will radically alter the entire concept of motion picture exhibition as we know it.

Having made their debut, the Itinerama caravan is now touring French cities showing Cinerama movies on the largest screen ever made—over 100 feet long—in the largest balloon ever before seen.

The trucks, shown on this page, are on their way to Strasbourg, France, where once again the crew will repeat their well-organized job of inflating the plastic balloon theatre.

Inflatable in just eight minutes, the theatre is said to carry enough power to light a town of 20,000, and is strong enough to withstand hurricane winds. When erected, it stands as high as a six-story building.

After the Cinerama engagement ends in each of the European towns, the 86 Itinerama-men deflate the pressurized balloon theatre in less than one hour, unfold the 3,000 seats, take down the huge Cinerama screen, load everything onto the trucks (which also double as projection booths for the three projectors, as rest rooms, as concession stands, and as living quarters for the crew) and silently roll away, to set up the following day many miles away.

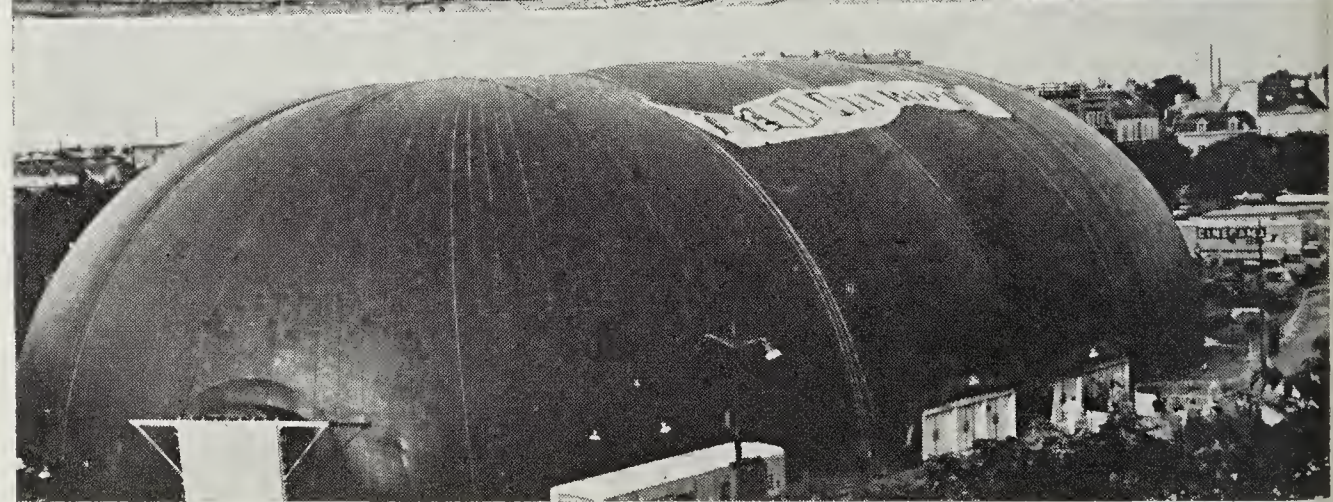
At Itinerama's debut, a glittering assemblage of top figures in the world of entertainment and finance filed into the balloon theatre to see "This Is Cinerama," a film which has already brought \$40,000,000 into the boxoffice, although shown in less than 60 theatres. Top motion picture executives, however, have predicted that the Itinerama caravans can actually boost the financial return of one single new Cinerama picture to well over \$100,000,000.

Conceived five years ago by Nicolas Reisini, the financier who now heads Cinerama, Itinerama caravans will soon be plying their way all over Europe—three in France alone, others in Germany, Great Britain, Belgium, the Netherlands, Scandinavia, Spain, even perhaps in Yugoslavia.

Early next year, an Itinerama caravan will set up in a small California city; and eventually some 50 of these Itinerama caravans will be travelling across the United States, bringing Cinerama to all of the cities, towns and villages that cannot support a large permanent Cinerama theatre.

Each of the mobile Cinerama companies will play, in France alone, to approximately 2,000,000 people each year; and it has been estimated that the three French caravans alone can gross \$7,500,000 annually. The total annual European audience of Itinerama, when fully organized, is targeted at between 20 and 30 million people.

"This revolutionary concept of exhibiting motion pictures," said Reisini, "is in the time-honored traditional style of touring companies of entertainers, bringing their shows to the people of Europe's towns, villages and cities. Only now, it is the wizardry of the Twentieth Century—Cinerama. I believe in



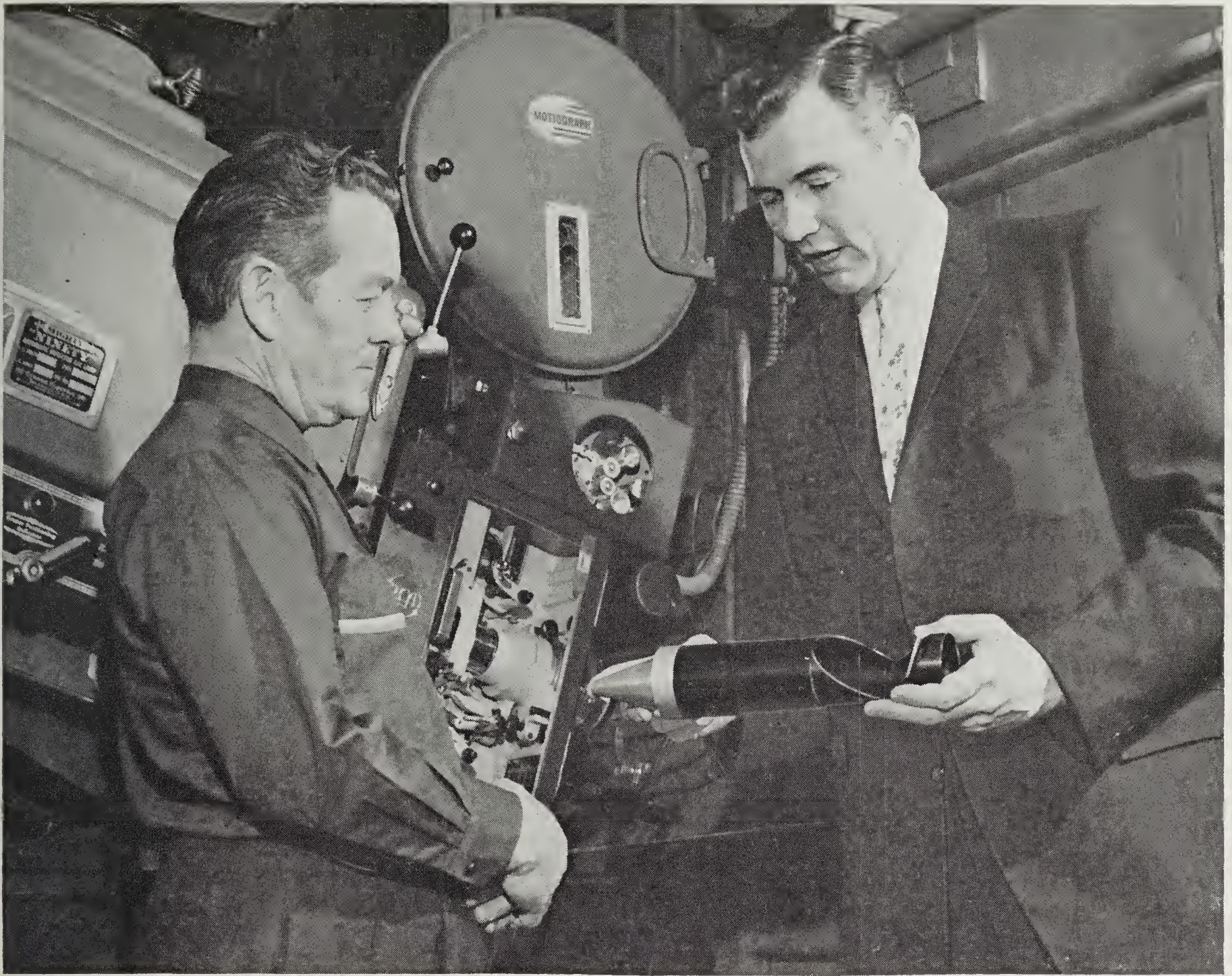
America it is in the tradition of the show-boat and circus."

The touring Itinerama caravans will not play any closer than 50 miles to any city that has a permanent Cinerama theatre. It is expected that the touring show will remain in a city or town for two or three days, depending on the population of the area, and it will only visit a location once or twice a year.

It is also estimated that it will take one

mobile Cinerama unit at least two years to cover France alone with a single Cinerama film. Later, the caravan will tour with a new film.

Plans are underway to extend Itinerama to other parts of the world—India, Japan, and the Middle East. It is said that anywhere people thirst for entertainment and strange, exotic sights, there will be an Itinerama caravan to meet them.



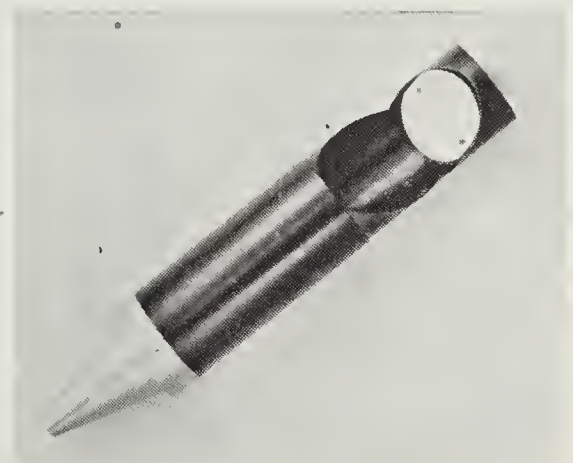
YOUR NATIONAL CARBON ENGINEER...

Sells you the best product—gives you the best service!

The illustration shows a NATIONAL CARBON Sales Engineer using the Motion Picture Research Council's Projector alignment tool to position the mirror on the optical axis of the projection lens.

These Sales Engineers—equipped with complete service kits containing the most modern test equipment—are trained to solve screen lighting problems and help the industry achieve the ultimate in picture quality. This is an important part of NATIONAL CARBON's continuing program of service to the industry.

For best projection results, use "National" projector carbons—for dependable, free technical service, call on NATIONAL CARBON. For details, ask your NATIONAL CARBON supply dealer or write: National Carbon Company, Division of Union Carbide Corporation, 270 Park Avenue, New York 17, N. Y. *In Canada:* Union Carbide Canada Limited, Toronto.



With the Motion Picture Research Council's projector alignment tool it is possible to determine within a few minutes—while the show is on—if the optical train is in alignment, or what adjustments need be made.

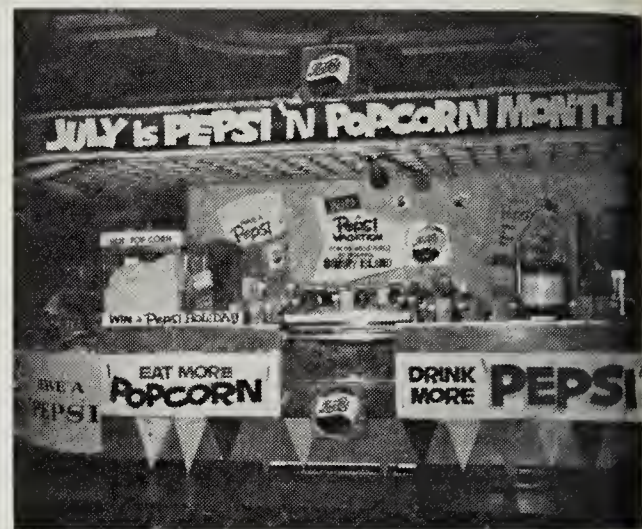
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NATIONAL CARBON COMPANY



Pepsi 'N Popcorn

(Continued from PE-8)



Manager Ackery said, "This broadcast did two jobs. It plugged our picture, and it plugged 'Pepsi 'N Popcorn Month' at the Orpheum." We had no trouble getting kids to talk to us when they knew they were going to get a Pepsi or a box of popcorn."

While the "Man on the Street" occupied a part of the Orpheum's carefully rationed daylight hours, "A Night on the Town", a tie-in with a local first-class restaurant, took care of a portion of the evening hours.

In return for advertising, the participating restaurant donated two full-course dinners to the daily winners, while the Orpheum gave them a pass to a forthcoming attraction. Winners of "A Night on the Town" were selected from signed entry forms supplied to them after their purchase of Pepsi 'N Popcorn at the candy bar—the same entry blanks used in the "Pepsi Holiday" contest.

Public announcements of the winners were made daily from the theatre stage.

Point number eight of Ackery's extensive

program was the Krak-A-Joke promotion. In return for plugs, the Krak-A-Joke shop, a local novelty store, donated over 8,000 novelties to the theatre to be given away with each purchase of Pepsi 'N Popcorn.

As a clever reminder to the kids, a jovial clown stood outside the theatre, cheerfully advising them of the big novelty give-away with each Pepsi 'N Popcorn purchase.

"Pennies from Pepsi," still another part of Ackery's seemingly endless operation, was a virtual show-stopper. Ingenious red-and-white, penny-size stickers, colorfully displaying "Enjoy Pepsi-Cola, Popcorn, and the Orpheum" imprints, were stuck on pennies and used for change at the candy bar.

"This part of the promotion caused a small riot," revealed a chuckling Ackery. "Restaurants liked the idea, bought some stickers from us and used them for change, too. The banks and street busses weren't exactly overjoyed, though."

(Continued on page PE-14)

Crowds gather during Orpheum's "Pepsi 'N Popcorn Month."



The Admission
Control System
that means
Good Business
Good Showmanship

AUTOMATIC

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made only by

General

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Corporation

COMPLETE
YOUR
ADMISSION
CONTROL
SYSTEM
WITH
TICKETAKER

General Register Corp.

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1018 So. Wabash Ave., Chicago 5, Ill.

Fairyland D-I Debuts in K.C.

The Fairyland Drive-In, Kansas City, Missouri, was opened in September, with Ruben Finkelstein as president, and Nate Brancato, manager.

The theatre covers a total of 40 acres, has parking for 400 cars in front of the box-offices, and a total capacity of 1,700 cars in the viewing area.

The location adjoins Fairyland Park, the largest amusement park in the area, and is regarded as an asset since it pulls amusement-minded people to the area. After parents give their offspring a whirl on the amusement park rides, the entire family settles down to a movie at the drive-in.

Concession Operation

The concession building, housing a 50 x 80 foot serving area, and a 24 x 60 foot kitchen and office area, is cleanly designed with plateglass on three sides. It is surrounded by a large paved area within which the projection building is located.

The four cafeteria lines, all of which lead into the main entrance to the kitchen, are designed in "snake fashion" to make crowds look smaller than they are and eliminate business that is lost when people see too many people waiting.

The building is Y-shaped, made of brick and steel, and is designed to do \$2,500 worth of business in an evening, according to the management.

Equipment includes a pizza pie oven from which cheese and sausage pizzas are made, a Manley popcorn machine, Toastmaster french fryers, Hotpoint griddle, and Koch refrigeration. The serving lines feature counters which have self-service compartments recessed in the top, and a popcorn unit with a capacity of 50 sacks.

A quality hamburger, prepared in advance and placed in foil bags to retain flavor and heat, is helping get the concession operation a growing share of the family dinner trade, it is reported. The burgers are prepared in balls which retains the flavor and moisture, and then seared which gives an appetizing glazed effect.

A special service provided customers is free filling and heating of baby bottles, in addition to a play area for youngsters. The play area is located near the concession center where parents can watch their children and enjoy refreshments.

The concession operation is designed so that it can be operated with a staff ranging from three to twelve persons; and, it has been reported, they have constantly served over 1,000 people a night during the 20-minute break.

Projection Room

Projection equipment at the Fairyland Drive-In is the German made Bauer U2 35 and 70 mm equipment. The Constellation 170 Super Simplex lamps are furnished by Strong Electric Company of Toledo.

Film containers, from the Neumade Corporation, hold 70 and 35 mm reels. Sound equipment is the Simplex X-L speaker ramp.

The screen, a new aluminum process made in Los Angeles, was assembled from 6-foot sheets which measure 10 inches in width.

All equipment was bought through National Theatre Supply.

ADD MONTHS TO YOUR DRIVE-IN SEASON WITH

HEATERS

DON'T WAIT...order your heaters now!

It's just plain common sense! A heater-equipped drive-in means you never have to close down. Never have to keep paying overhead without receiving income. And it doesn't take too many admissions to pay for the whole deal!

Of course, the best place to get your heaters is from National Theatre Supply. National knows more about what type of heater is best for your drive-in and climate. At National, you choose from the most complete line of heaters on the market... in every voltage range and every capacity. And you get the benefit of National's direct-to-you financing.

Don't be a "wait till next year" guy... and don't risk having your competitor beat you to it! Call your nearby National man now and let him help you select the best heater for your drive-in.

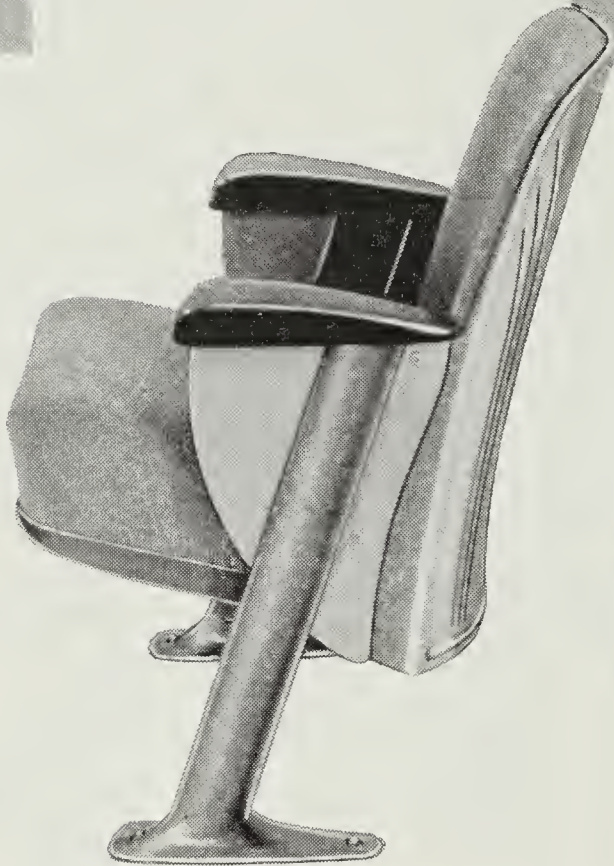
Now...give your Drive-In patrons a warm welcome!

NATIONAL THEATRE SUPPLY COMPANY
50 PROSPECT AVENUE • TARRYTOWN, N. Y.
MEDFORD 1-6200 SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



boost profits
with relaxing comfort
and easy maintenance
of **FUTURA**

Box office profits go up, maintenance time goes down—thanks to the comfort and styling of FUTURA seating. Massive arm rests, padded back, spring-filled cushion seat offer comfort that brings customers back. New sloping standards of ovalized steel permit easy passage through rows; leave floor clear for quicker, easier cleaning. Write for free, full-line catalog.



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MENOMINEE, MICHIGAN

DIAMOND
TRADEMARK
**PROJECTOR
CARBONS**

Better Light! Lower Costs!

RINGSORFF CARBON CORP. East McKeesport, Pa.

Pepsi 'N Popcorn

(Continued from Page PE-12)

Scampering about Vancouver, carrying additional tidings of Orpheum activity were 100 Black Top taxis carrying 16x40 signs, conspicuously advertising Pepsi 'N Popcorn Month and the Pepsi C-FUN radio beauty and personality contest, which, according to Ackery, was the biggest promotion of the entire campaign.

The radio contest offered winners nearly \$1,000 in prizes, and gratefully furnished the Orpheum with 13 daily radio announcements for the entire "Pepsi 'N Popcorn Month"—a total of over 300 announcements.

Downtown Vancouver restaurants were a source of additional aid as the suppliers of 10,000 table place mats, which the Orpheum had printed with red and black cartoon dogs advertising Pepsi 'N Popcorn Month.

One of the many attractive and sales-oriented back bar displays that was a part of "Pepsi 'N Popcorn Month" was a familiar cartoon drawing of comedian Jerry Lewis telling patrons to "Be a 'Ladies Man': Treat her to a Pepsi 'N Popcorn."

"We never missed a bet," confessed Ackery.

When the month of August finally came and escorted a successful "Pepsi 'N Popcorn Month" out of Vancouver's Orpheum, the rightfully elated Ivan Ackery, winner of the first annual "Pepsi 'N Popcorn" contest, issued an unusually concise statement evaluating his entire campaign.

His remark: "The results were staggering!"



Augie J. Schmitt, Houston Popcorn & Supply Company, Houston, Texas, is the incoming president of the NAC. At the Presidential Dinner Party, held at the NAC-TOA Convention at the Roosevelt, New Orleans, October 8-12, Schmitt presented a testimonial scroll for leadership to retiring president Spiro J. Papas.

National Theatre Supply Signs \$1,000,000 Order

An order by National Theatre Supply Co., Tarrytown, N.Y. for manufacture of Simplex motion picture projectors and associated equipment with a selling price value of over \$1,000,000 was announced today by W. J. Turnbull, President of NTS, a subsidiary of General Precision Equipment Corporation.

An increase in NTS theatre equipment sales during the past six months and a prediction of a continuation of the upward sales trend in the year ahead were also reported by Turnbull.



Left: W. J. Turnbull, NTS president
Right: C. J. Reinke, Simplex manager.

In a statement issued on the signing of the order placed with Pleasantville Instrument Corporation, Pleasantville, New York, Turnbull said: "This large order for 35mm projectors, replacement parts and accessories represents another step in our marketing plans to strengthen the leadership position Simplex holds and will enable us to meet increased requirements for new theatres and for the modernization of existing theatre projection room equipment.

"The base for these requirements," Turnbull continued, "was laid in the increased sales activity we enjoyed over the past six months. Market surveys recently concluded by NTS indicate a continuation of the upward sales curve in the year ahead."

Production of the projectors, replacement parts, and accessories is said to have started at Pleasantville Instrument Corporation, which is the manufacturing arm of GPL Division, General Precision, Inc., another subsidiary of General Precision Equipment Corporation.

Gladieux Appoints Frederick

Appointment of C. F. Frederick as controller of the Gladieux Corp., a division of ABC Vending Corp., has been announced by Virgil A. Gladieux, president of the Toledo-based food service management firm.

Frederick has been treasurer of Gross Telecasting, Inc., which operates television and radio broadcasting facilities in the Lansing, Mich., area. Previously, he was for 11 years a managing accountant with Arthur Young & Co., an international certified public accounting firm, in its Toledo office.

A certified public accountant, Frederick is a member of the Ohio Society of Certified Public Accountants and the American Institute of Certified Public Accountants. He is a graduate of the University of Michigan.

NAC Elections, Ethics, Awards

Registrations at the annual Conventions and Trade Show of National Association of Concessionaires and Theatre Owners of America held in New Orleans, October 8-12, 1961 were a new record high for both organizations according to Russell Fifer, Executive Director of NAC. Almost 1200 persons were registered and many hundreds of other concessionaires and food and drink executives visited the colorful and highly educational trade show.

The retiring President of NAC turned over the gavel to newly elected President Augie J. Schmitt and pledged his continued support to NAC. He expressed the conviction, "NAC has the strongest Board in its history and will make great strides under its leadership."

Augie J. Schmitt in accepting the gavel expressed appreciation for the confidence placed in him and for the fine Board elected to serve with him. He said, "This is my 14th consecutive convention and I have seen NAC progress each year. We have just completed one of our most successful trade shows and we pledge our greatest efforts to the continuance of the progress of NAC and the concessions industry."

High praise was voiced by convention officials to Justin L. Douglass, Sr. of J. D. Douglass Concessions, New Orleans, NAC local coordinator, who arranged for many local officials to participate. Mayor Victor H. Schiro proclaimed the period October 8-15 as "Concessions Week" in New Orleans and participated in the ribbon cutting ceremony to open the big trade show Sunday afternoon. Van Myers, Wometco Enterprises, Miami, Florida and NAC Exhibit Chairman of the Trade Show also shared the limelight along with other NAC-TOA officials and Miss Snakbar of 1961.

NEW NAC OFFICERS

President: *Augie J. Schmitt, Houston Popcorn & Supply Co., Houston, Texas*

Executive Vice-President: *Edward S. Redstone, Northeast Drive-In Theatres, Boston, Mass.*

First Vice-President: *H. E. Chrisman, Cretors and Company, Nashville, Tenn.*

Second Vice-President: *Syd Spiegel, Super Pufft Popcorn Co., Toronto, Ont., Canada*

Treasurer: *Harold F. Chesler, Theatre Candy Distributing Co., Salt Lake City, Utah.*

Two Directors-at-Large were elected for four year terms. *They are:*

Jack Yellin, Stanley Warner Management Co., New York City; and,

Larry Blumenthal, Flavo-Rite Foods, Bronx, N.Y.

A Popcorn Eating Contest for boys and girls provided through the cooperation of the New Orleans Recreation Department was a highlight for the first day's program. The contest was held in the trade show area and was judged by Richard Dixon, City of New Orleans Public Relations Director; entertainment star Monique Van Vooren, and James McHugh, Amusement Business. The contest involved measuring the popcorn eaten by each contestant in three minutes. The winners received prizes provided by The Popcorn Institute.

Door prizes, provided by the major airlines, Manley Inc., and Princeton Farms, were

awarded once or twice daily in the exhibit hall.

The Grand Door Prize, a Stereo Hi-Fi, AM-FM Combination, was donated by Continental-Apco, Inc., and was won by Mrs. Kelly Crawford, Allen Theatres, Farmington, New Mexico. During the time of this drawing on the last day of the Trade Show the hall was completely jammed with a capacity crowd.

The next joint Convention and Trade Show of NAC-TOA will be held at the Americana Hotel, Miami Beach, Florida, November 4-10, 1962. A flier announcing the Trade Show will be sent to all prospective exhibitors in the near future.

NAC P.R. Committee Named

Russell Fifer, executive director of the national Association of Concessionaires announced that the following men were selected to handle all public relations work for that organization:

Norman Wasser, chairman
The Pepsi-Cola Company

H. E. Chrisman
Cretors and Company

J. J. Fitzgibbons, Jr.
Theatre Confections Ltd.

Charles Okun
The Coca-Cola Company



DID YOU
EVER SEE A
70mm PICTURE
ON A
DRIVE-IN SCREEN
?

DRIVE-INS NEED 70^{mm}

Let's face it. Most drive-in screens are just too big and too far away for 35mm projection. It's like using 16mm film in a big indoor house. You just can't get the kind of bright, sharp picture on the screen that is essential to exhibiting modern motion pictures. ■ The solution is 70mm. Why? Because the larger aperture of a 70mm projector allows over 4 times as much light to pass through. And because the 70mm picture is at least 4 times sharper due to the reduced magnification. ■ This vast superiority in projection quality makes it just

plain common sense to have 70mm projection in drive-in theatres. Pretty soon it will be an economic 'must'. Already more than 50 great boxoffice attractions have been released or are being planned in the 70mm process. ■ Some 70mm pictures have been released to drive-ins, more are expected. Get set for next season by checking your favorite theatre supply dealer now. Learn the facts about the Norelco 70/35 . . . the world's most widely used, thoroughly proven 70mm projector. Write, wire or call for information today!

Norelco®

UNIVERSAL 70/35mm PROJECTORS

NORTH AMERICAN PHILIPS COMPANY, INC. MOTION PICTURE EQUIPMENT DIVISION
100 EAST 42ND STREET, NEW YORK 17, NEW YORK • TELEPHONE: OXFORD 7-3600

NAC Standards Set

The question of standards was included in a membership survey conducted by the National Association of Concessionaires in 1961. Encouraged by an unanimous vote the Association's public relations committee presented a recommended Code of Ethics at the New Orleans Convention, October 8-12. The following Code of Ethics was adopted at the Annual Membership Meeting.

NAC Code of Ethics

1. The membership of the National Association of Concessionaires recognizes and accepts its obligation to bring to the public the best in food and drink products.
2. The membership of NAC is obligated to serve these products in the most attractive and sanitary manner.
3. The membership of the NAC and those who work for them shall exercise courtesy and consideration in all of their dealings.
4. The membership of the NAC will ever strive to conduct its business on the highest plane of integrity to merit public respect.

It is contemplated that a symbol or seal of compliance will be created for use by the members of NAC. These will be offered in various forms for posting in offices and concessions stands of member companies.

Pepsi, Continental-Apco Cited by NAC-TOA

The 1961 annual Motion Picture and Concessions Industries trade show, sponsored jointly by the National Association of Concessionaires and Theatre Owners of America, presented plaques reflecting awards of excellence to the Pepsi-Cola and Continental-Apco companies.

The winner of the plaque for the "Exhibit of Most Effective Design" was the Pepsi-Cola Company of New York City. It was accepted by Norman Wasser.

Herbert S. Sternberg accepted the award for Continental-Apco, Inc., New York City, for the "Exhibit Booth Providing the Best Contribution to the Trade Show."

The Continental-Apco display, at the trade show, exhibited the company's Soda Shoppe soft drink dispenser, Continental "30" cigarette vendor, Popcorn Shoppe, and Casserole Kitchen hot food vendor.

Ashcraft

Projection Lamps
and Rectifiers

*World's standard of
projection excellence*

Carolina Renovating

The Carolina, Charlotte, N. C., has launched a complete renovation and modernization program that will be completed this month, and which will make the theatre one of the most modern houses in the South.

Kermit High, manager, says the program is the most extensive since the new building was opened in March, 1927. The work is being done at night after the theater closes and an attempt will be made to keep the theatre open during the entire remodeling program.

Cost of the project has been announced only as "thousands of dollars," but High said that when the program is completed the Carolina will be an entirely new theatre.

Completely refurbished foam rubber seats with fabric instead of leather covering are being installed, and seating is being reduced from 1,400 to 1,200 to provide more room.

A new entrance, and new lobby is being provided, with the present inner doors being replaced with aluminum and glass doors

which will open directly on aisles to eliminate noise from the lobby.

The present "gingerbread" design on the walls in the auditorium will be removed and replaced with draperies to provide an entirely new look; and new lighting will be installed to eliminate chandeliers hanging from the ceiling.

The mezzanine will be modernized with a vinyl tile floor and an oval rug, and new furniture and paneled walls will be installed. New and wider steps to the mezzanine and balcony will be provided; new curtains and drapes will be installed on the stage; new carpeting will be put down in the auditorium; and new fixtures will be installed.

Also on the program is a new concession bar in the lobby and a new upright sign for the front of the building. A terrazzo floor will be constructed in the outside lobby and a terrazzo and vinyl floor in the inner lobby.

High said the extensive remodeling program represents the theatre's confidence in the downtown area as an entertainment center.



art goes underground

Initial plans for construction of a new art film theatre in the University section of New Orleans were announced by Robert Rowen, president of The University Cinema, Inc.

Rowen said the projected theatre will be the first new film theatre in the New Orleans area in the last ten years, and will be the only theatre in the city specially designed and built for the art film trade.

Present plans call for the theatre, to be located at Maple and Hillary Streets, to be sunk below the ground, leaving the entire lot surface free for automobile parking.

Rowen, who heads a group of New Orleans citizens that has spent eighteen months studying and planning the project, will also act as manager of the new theatre. He said a basic film policy of first-run foreign and domestic films will be coordinated with carefully selected re-releases.

The underground auditorium is an entirely new concept in America theatre construction and will be the only underground theatre in the United States, according to Rowen. Its 400 Heywood-Wakfield delux push-back seats and scientifically designed curving interior surfaces will provide the maximum comfort and best possible reproduction of artificial sight and sound, according to his announcement.

Designed by architects E. E. McNaughton, Earl M. Stahl and Richard

Hunter, in cooperation with consulting engineer Bill Mouton, the building will embody many entirely new concepts of structural design to achieve strength and beauty through a harmony of materials, form and design.

The entrance and ticket counter will be located on the downtown-lakeside corner of the lot with an entrance ramp curving gently down to an entrance foyer some 10 feet below the street level. Only the dramatic entrance-way and a faint outline of the domed auditorium will project above the ground.

From the entrance foyer an auditorium of a modified egg-shape design will descend to a depth of 24 feet below street level at the lowest point. A double wall of pre-stressed concrete, plus waterproofing and pumps will compensate for the New Orleans water table.

Rowen said the entire project was undertaken with the aim of bringing together quality films and luxury surroundings in a location convenient to the largest possible number of theatre-goers. He added that its location, within walking distance of the Tulane and Loyola University complex and Dominican College, will provide students with quality entertainment at reasonable cost and maximum convenience.

Rowen said a public opening is planned for the early fall of '62.

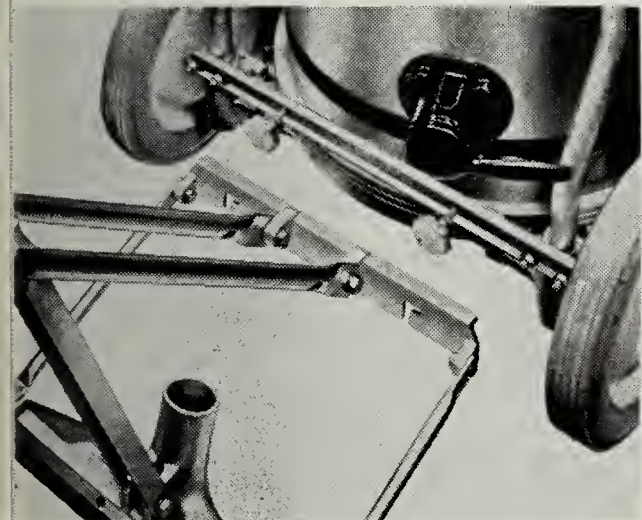
NEW PRODUCTS that have theatre interest

New Squeegee Design

A new design feature that enables fast attachment and detachment of a squeegee for a heavy duty suction cleaner was announced by The National Super Service Company of Toledo, Ohio, long time manufacturers of heavy duty suction cleaners and floor machines.

They explained the Super Squee-Zee 30, floor drying attachment, is attached to a permanent plate mounted on the transport handle of the Super Suction Cleaner, while a matching plate on the Super Squee-Zee 30 is merely dropped into place and fastened by tightening two threaded bolts by hand—no tools needed. The company states it can be done in far less than the time required by other such attachments.

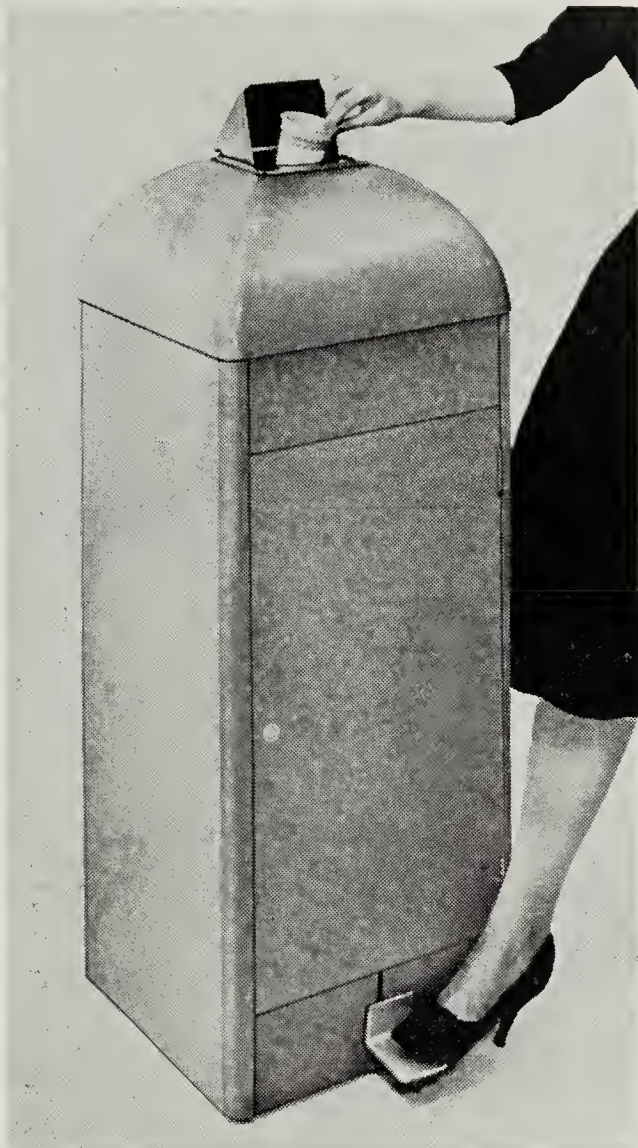
Another new exclusive time saving feature, according to National Super, is the Super Cord Control Mast, a rod attached to the cleaner that keeps the cord up and out of the way at all times. They say the control arm on the mast swings in any direction, permitting the operator to maneuver the machine freely without the usual interference from the cord.



They further state that the difficulty encountered when using a wide squeegee along walls and baseboards has been overcome by the new Super non-marking guide wheels at the ends of the metal floor tool in which the rubber blade is mounted. These are said to keep the Super Squee-Zee 30 at exactly the right distance for fast, continuous work close to walls and other objects without slow-down commonly necessary.

It is said the new Super Squee-Zee 30 provides an extra large suction chamber that will handle scrub water pick-up as fast as the operator can walk, leaving a path of perfectly dry floor 30" wide with no streaks or wet spots; and that rear mounting of Super Squee-Zee avoids wheel marks.

"Squeegee floor drying attachments are selling in large volume today," says Super Sales Director John Bevington, "because they convert at small cost a heavy duty wet and dry suction cleaner into a unit that will do the work of a big floor drying machine, costing many times the price of the attachment. The unit deserves the best that designers and engineers can give to it for its utility is universal."



KUP-TAINER
D. J. Alexander Corp.

Receptacle Crushes Cups

D. J. Alexander Corp., leading manufacturer of waste receptacles, has now perfected the KUP-TAINER, which they say is the first practical cup disposal unit ever invented.

Foot pedal pressure opens the door, and as each cup is dropped in, the cup crushing mechanism is activated. The cup is compressed pancake-flat and then drops into the interior container.

This new disposal unit is said to hold 4 times more crushed cups than ordinary receptacles can hold of uncrushed cups; and, the used cups are hidden from view.

Because the unit is foot-pedal-operated, it is claimed that it ends careless tossing of cups and actually encourages neatness. A heavyweight polyvinyl interior bag allows easy, noiseless disposal, and the whole unit makes possible a neater area with far less maintenance, says Alexander.

The company says the patented interior mechanism of the Kup-Tainer has been engineered, improved and tested for two years to insure its working efficiently on every kind of 12 oz. cup—plastic, paper, plastic coated, hot cups, or cold cups. The interior cleaning of the unit is said to be so simple and easy that perfect sanitation is assured with minimum labor.

Armstrong Air System

A unique air-diffusion system, which is said to improve air-conditioning efficiency and reduce installation costs has been developed for commercial, institutional and industrial buildings by the Armstrong Cork Company.

Armstrong said the system employs a new type of ventilating acoustical ceiling, developed by their company, which allows conditioned air to flow directly into the room at equal pressure and velocity through thousands of tiny perforations in the ceiling material itself. They say there are no drafts or stagnant spots because the air descends slowly on all parts of the room in a continuous, uniform "blanket."

The system is said to offer a number of advantages over conventional air-inlet systems. First, Armstrong claims it saves construction costs by eliminating the need for conventional diffusers that would ordinarily be placed in the ceiling or upper wall. They say it also eliminates a substantial amount of ductwork. In many cases, a single stub duct is said to be all that is required to deliver the necessary volume of air to the



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making your
in-a-car
speakers
in 1970**

*whatever happened to the many
companies making them in 1955?*

Nothing is quite so costly as purchasing speakers that won't stand rugged use and conditions. But it's even worse to find out that parts and repair service are no longer obtainable. This is no exaggeration. In the past ten years about 30 companies that once made speakers have either gone out of business or have ceased to manufacture speakers. That's why we'd suggest that the next time you buy speakers, better talk to the old reliable, Ballantyne, a solid manufacturer of theatre, sound and projection equipment since 1932.

for full information write

Ballantyne

BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.

A DIVISION OF ABC VENDING CORPORATION

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- BRIGHTER LIGHT
- LONGER BURNING
- SHARPER PICTURE

Free Test Samples

Lorraine ORLUX Carbons

CARBONS INC., BOONTON, N. J.

- STEADIER LIGHT
- LESS ATTENTION
- PERFECT COLOR BALANCE

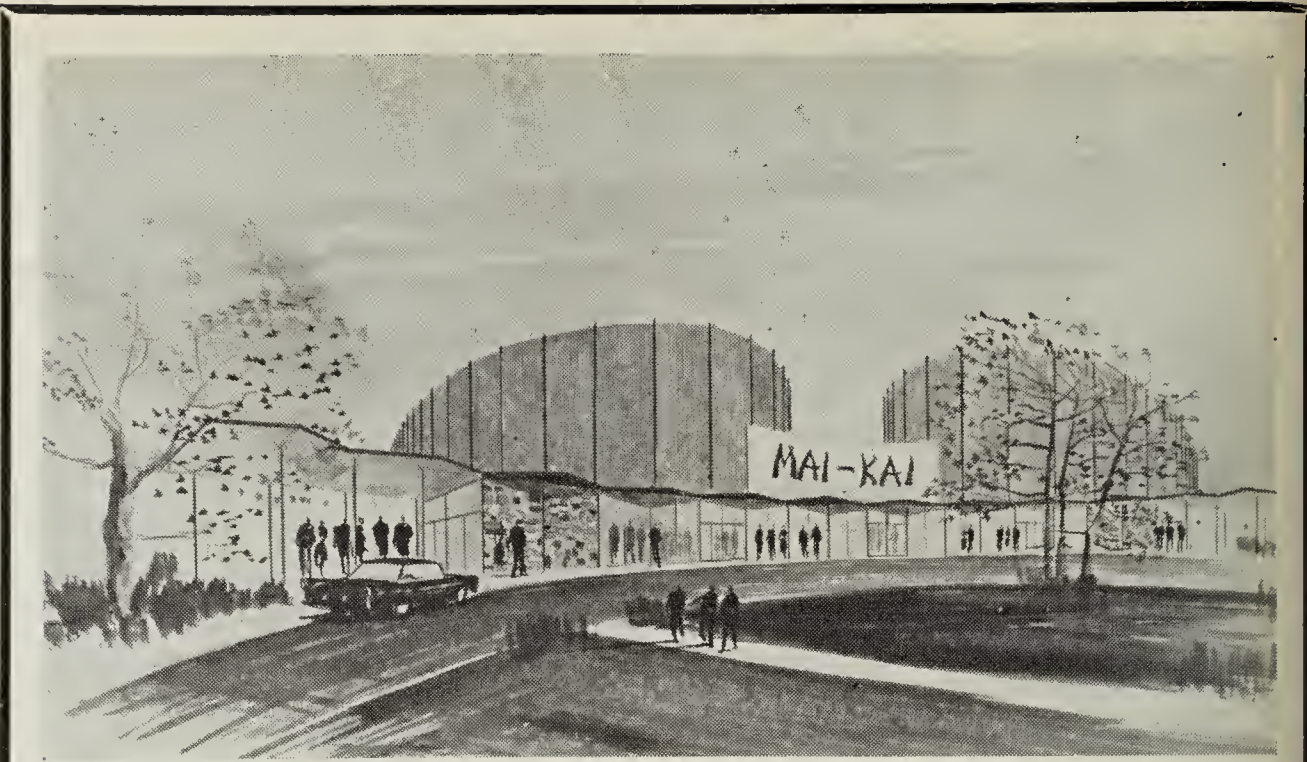
Free Carbon Chart

plenum space above the ceiling. They add that the conditioned air simply disperses throughout this space, builds up a slight pressure, and is pushed down into the room through the ceiling perforations.

Secondly, Armstrong announced, with the proper engineering, the ventilating ceiling usually requires a shallower plenum space than conventional installations because of the smaller amount of ductwork required. In new construction, they say, this permits the architect to choose either an atmosphere of greater spaciousness using higher ceilings, or the economy of smaller floor-to-floor spacing using conventional ceiling heights.

The ventilating perforations in the acoustical material are said to be carefully blended in with the surface design and cannot be distinguished in an installed ceiling. This is supposed to help create a more attractive ceiling appearance, since there are no large air diffusers to break up the overall design.

Armstrong also points out the new ceilings are, in effect, "self-cleaning," since the continuous down pressure of the air provides a perpetual barrier against the accumulation of dust and dirt.



Rendering by Straight & Bennett, Inc., architects and engineers of the new Mai Kai being constructed in the Detroit suburb of Livonia, Michigan. It will serve one of the country's fastest-growing communities, bringing movies to a community of over 100,000 presently without such a facility.

Mai Kai—Mai Kai is a Polynesian word meaning "the finest"—consists of two auditoriums, one seating 1600, and another seating 1400.

Mai Kai will be the main attraction on a \$5,000,000 development of 22 acres. Parking for thousands of cars will be decentralized, lighted, and will have covered walkways. Scheduled to open April 1, 1962, negotiations are under way for inclusion of a Polynesian restaurant and lounge in the theatre. Nicholas George is the builder and operator.

**WANT FURTHER INFORMATION ON
PRODUCTS
ADVERTISED IN THIS ISSUE**

Please Check:

- C. S. ASHCRAFT MFG. CO., INC., Projection Lamps and Rectifiers
- BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC., In-A-Car Speakers, Attraction Boards, Changeable Letters
- CARBONS, INC., Lorraine Carbons
- COCA-COLA CO., THE, Coca-Cola, Drink Dispensers
- GENERAL REGISTER CORP., Admission Control Systems
- HEYWOOD-WAKEFIELD, "Futura" Theatre Seating
- MASSEY SEATING CO., Theatre Seat Rehabilitation
- NATIONAL CARBON CO., "National" Projector Carbons
- NATIONAL THEATRE SUPPLY, Drive-In Heaters
- NORTH AMERICAN PHILIPS CO., INC., Narelca 70/35mm Projectors
- PEPSI-COLA CO., Pepsi-Cola
- RINGDORFF CARBON CORP., Diamond Projector Carbons
- STRONG ELECTRIC CORP., THE, "35/70 Special" Projection Lamps
- WAGNER SIGN SERVICE, INC., Theatre Attraction Panels

**WANT FURTHER INFORMATION ON
NEW PRODUCTS
SHOWN IN THIS ISSUE?**

LIST ITEMS _____

ISSUE OF NOVEMBER 15, 1961

NAME

THEATRE

ADDRESS

CITY, STATE

MOTION PICTURE EXHIBITOR

317 N. Broad St., Philadelphia 7, Pa.

Sound Showmanship

By Frank E. Cahill, Jr.
Vice-President

Century Projector Corporation

Many people are saying that hi-fi stereo sound quality in the home is superior to theatre sound presentation. Intelligent and Box-office-wise exhibitors know this to be a fact; but too many exhibitors, producers and distributors attempt to camouflage the issue by deliberate ridicule. They say the public does not know the difference.

Containment can be dangerous. In this case it is downgrading America's medium of entertainment.

If the motion picture theatre is to compete with the home, the producers and distributors must face the issue realistically and provide multi-channel stereo prints. Multi-channel stereo projection equipment is available, so stereophonic or hi-fi presentation is the answer.

To substantiate the justifiable criticism being focused on theatre sound presentation, actual references are being made to the current release of print down 35mm versions of 70mm spectacles. These 35mm versions are reportedly being released in single-channel optical sound only. The tremendous impact of stereo is completely lost and the once multi million dollar spectacle is now just another picture. There is no objection to 35mm prints but there is a decided objection to the missing impact of multi-channel stereo sound presentation.

Window dressing with popcorn may be pretty but nothing can replace showmanship in sound presentation.

NRI Names Sabol

William R. Sabol has been promoted to the new position of Manager of Field Service for National Rejectors, Inc., according to Executive Vice President David D. Mason.

"The creation of the new post," he said, "is the first step in a general realignment of sales and service operations, aimed at separating these two functions. Mr. Sabol will report directly to H. George LeClerc, vice president of marketing."

Mason said the realignment is designed to enable both the service and the sales forces to better meet the needs of all customers, freeing each group to concentrate on a single function.

In his new post, Sabol has direct charge of NRI's 16 field service offices in the United States and Canada. This organization, the largest in the industry, according to company sources, services all coin- and currency-handling equipment produced by NRI. In addition, Sabol will be responsible for preparation of all NRI technical and service publications.

Sabol joined NRI in 1953, as a field service engineer. He has held an assistant branch managership in New York, branch managerships in Chicago and St. Louis, and various staff positions at NRI headquarters in St. Louis.

Pepsi Sales, Profit Up

Sales and profits of Pepsi-Cola Company for the nine-months period ending September 30, 1961, exceeded those for the similar period of 1960, President Herbert L. Barnet announced today. Consolidated net earnings after provision for taxes and reserve for foreign activities was \$11,014,000.00, or \$1.69 per share, as compared with \$10,761,000.00, or \$1.66 per share last year.

Capital stock outstanding at September 30, 1961, amounted to 6,508,155 shares, as compared with 6,489,255 on the same date of 1960.

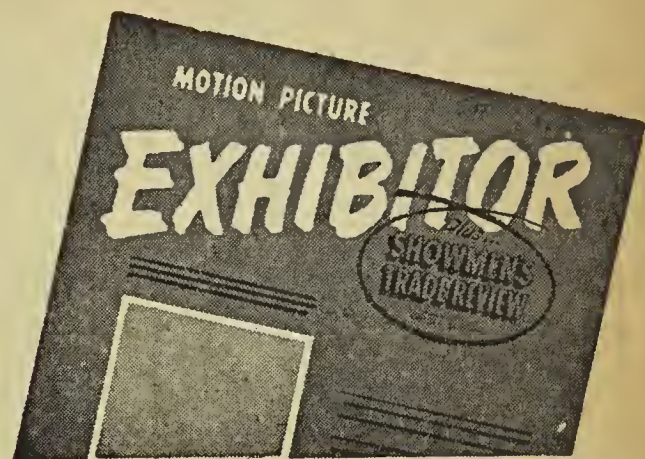
SERVISECTION

THE CHECK-UP of all Features and Short Subjects
as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



NOVEMBER 15, 1961 SECTION TWO
VOL. 66, NO. 23

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope	MC—MetroColor	TC—Technicolor	VV—VistaVision
DC—DeLuxe Color	PV—Panavision	TE—Technirama	C—Other color
EC—Eastman Color	RE—Reissue	TS—Totalscope	

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6105 ANGEL BABY—MD-97m.—Salome Jens, George Hamilton, Mercedes McCambridge—4813 (5-3-61)—Excellent and dynamic film
Introduces new star
- 6109 ARMORED COMMAND—D-99m.—Howard Keel, Tina Louise—4845 (8-9-61)—Interesting war drama has angles
- 6108 BRAINWASHED—D-102m.—Curt Jurgens, Claire Bloom—4837 (7-12-61)—Good suspense entry for general situations, art spots—
German-made; English dialogue
- BRIDGE, THE—D-102m.—Fritz Wepper, Michael Hinz—4817 (5-17-61)—Good war film—German-made; English titles
- 6009 CALTIKI, THE IMMORTAL MONSTER—MD-75m.—John Merivale, Didi Sullivan—4773 (12-7-60)—Science fiction for the
duallers
- 6106 DAVID AND GOLIATH—SP-95m.—(EC; Total Scope)—Orson Welles, Ivo Payer—4817 (5-17-61)—Satisfactory biblical spectacle
should prove saleable—Italian-made; dubbed in English
- 6102 DONDI—CD-100m.—David Kory, David Janssen, Patti Page—4845 (8-9-61)—Fair programmer
- 6016 HEROD THE GREAT—D-93m.—(EC; Totalscope)—Edmund Purdom, Sylvia Lopez—4773 (12-7-60)—Another Italian-made
spectacle—Italian-made; dubbed in English
- 6014 HEROES DIE YOUNG—MD-76m.—Erika Peters, Scott Borland—4789 (2-8-61)—Lower half war meller
- 6107 KING OF THE ROARING 20'S—MD-106m.—David Janssen, Dianne Foster—4817 (5-17-61)—Well made and enacted life of a
notorious gambler
- 6101 LOOK IN ANY WINDOW—D-87m.—Paul Anka, Ruth Roman, Alex Nicol—4785 (1-25-61)—Satisfactory programmer has exploit-
able angles
- 6103 OPERATION EICHMANN—MD-92m.—Werner Klemperer, Ruta Lee—4801 (3-22-61)—Highly exploitable melodrama
- 6008 PLUNDERERS, THE—W-94m.—Jeff Chandler, Dolores Hart—4765 (11-9-60)—Interesting western should appeal to action fans
- 6013 SERENGETI SHALL NOT DIE—DOC-84m.—(EC)—Produced by Michael Grzimek and Dr. Bernhard Grzimek—4789 (2-8-61)—
Good documentary on Africa
- 6003 SEX KITTENS GO TO COLLEGE—C-94m.—Mamie Van Doren, Tuesday Weld, Marty Milner—4769 (11-23-60)—For the lower
half
- 6010 TORMENTED—MD-75m.—Richard Carlson, Juli Reding—4773 (12-7-60)—For the lower half
- 6015 UNFAITHFULS, THE—83m.—Gina Lollobrigida, May Britt, Pierre Cressoy—4813 (5-3-61)—Unsavoury tale of Italian society—
Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

- May TIME BOMB—Curt Jurgens, Mylene Demongeot
- Oct. TOO HOT TO HANDLE—(C)—Jayne Mansfield, Leo Geunn
- Dec. EL CID—(70m-C)—Charlton Heston, Sophia Loren (Road Show)
- Dec. GEORGE RAFT STORY, THE—Ray Danton, Jayne Mansfield, Barbara Nichols

COMING

- BASHFUL ELEPHANT, THE—Mollie Mack, Helmut Schmidt
- BIG WAVE, THE—Sessue Hayakawa—Japanese-Made
- BILLY BUDD—Robert Ryan, Peter Ustinov
- BLOODY BROOD—Barbara Lord, Jack Bett
- CONFESSIONS OF AN OPIUM EATER—Vincent Price, Linda Ho
- DAY OF THE TRIFFIDS, THE—(CS; C)—Howard Keel, Nicole Maurey
- HITLER—Richard Basehart, Maria Emo
- REPRIEVE—Ben Gazzara, Vincent Price, Rod Steiger

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 608 ALKAZAM THE GREAT—CAR-84m.—(C; Matiscope)—Voices of Frankie Avalon, Dodie Stevens, Jonathan Winters—4841 (7-26-61)
—Amusing and entertaining cartoon—Japanese-made; English dialogue
- 606 BEWARE OF CHILDREN—C-80m.—Leslie Phillips, Geraldine McEwan—4833 (6-28-61)—Fairly amusing import—English
- 602 BLACK SUNDAY—MD-84m.—Barbara Steele, John Richardson—4793 (2-22-61)—Satisfactory horror programmer—Italian-made—
Dubbed in English
- 509 GOLIATH AND THE DRAGON—MD-90m.—(Colorscope)—Mark Forrest, Eleanora Ruffo—4777 (12-21-60)—Spectacle should
do okay when actively sold—Italian-made; dubbed in English
- 601 HAND, THE—MD-61m.—Derek Bond, Reed De Rouen—4809 (4-19-61)—Gruesome programmer holds interest—England
- 604 HOUSE OF FRIGHT—D-80m.—(C)—Paul Massie, Dawn Addams—4829 (6-14-61)—Effective horror entry—English
- 508 JOURNEY TO THE LOST CITY—MD-95m.—(C)—Debra Paget, Paul Christian—4765 (11-9-60)—Exploitable spectacle for the
program
- 603 KONGA—90m.—(EC)—Michael Gough, Margo Johns—4793 (2-22-61)—Okay science fiction programmer—English
- 607 MASTER OF THE WORLD—SFD-104m.—(Magna Color; Stereophonic Sound)—Vincent Price, Charles Bronson—4813 (5-3-61)—
Well-made, interesting science fiction entry
- 609 PIT AND THE PENDULUM, THE—D-85m.—(C; CS)—Vincent Price, John Kerr, Barbara Steele—4845 (8-9-61)—Well-made hor-
ror drama
- 507 PORTRAIT OF A SINNER—D-96m.—Nadja Tiller, Tony Britton—4785 (1-25-61)—Adult love story should interest women in par-
ticular—English

TO BE REVIEWED

- CONJURE WIFE—Janet Blair, Peter Wyngarde
- GUNS OF THE BLACK WITCH—(CS; C)—Don Megown, Silvana Pampanini
- JOURNEY TO THE 7th PLANET—(C)—John Agar, Greta Thyssen
- LOST BATTALION—Leopold Salcedo, Diane Jergens
- OPERATION CAMEL—Nora Hayden, Louis Renard
- WARRIORS THREE—Jack Palance, Giovanna Ralli

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

- | | | |
|--|----|-------|
| Absent-Minded Professor, The | A1 | BV |
| Ada | A3 | MGM |
| Adventure, The | | For. |
| • Adventure Of A Young Man | | Fox |
| • Advise And Consent | | Col. |
| • After Mein Kampf | | Misc. |
| Alkizam, The Great | A1 | A-I |
| • All Fall Down | | MGM |
| All Hands On Deck | A1 | Fox |
| All In A Night's Work | A3 | Par. |
| Anatomist, The | | For. |
| Angel Baby | B | AA |
| Angry Silence, The | A3 | For. |
| Anna's Sin | A3 | For. |
| Armored Command | A3 | AA |
| Atlantis, The Lost Continent | A2 | MGM |
| Atlas | | Misc. |

PLEASE NOTE . . .

This yellow paper SERVISECTION is corrected, re-edited, and brought up to date every second week;— and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

Table listing movie titles and ratings for section B, including 'Bachelor In Paradise', 'Bachelor Flat', 'Back Street', etc.

C

Table listing movie titles and ratings for section C, including 'Caltiki, The Immortal Monster', 'Canadians, The', 'Cape Fear', etc.

D

Table listing movie titles and ratings for section D, including 'Damned, The', 'Damon and Pythias', 'David and Goliath', etc.

E

Table listing movie titles and ratings for section E, including 'Elephant Walk-RE', 'El Cid', 'Enemy Below-RE', etc.

F

Table listing movie titles and ratings for section F, including 'Fabulous World Of Jules Verne', 'Facts Of Life, The'.

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

ABSENT MINDED PROFESSOR, THE—C-97m.—Fred MacMurray, Nancy Olson—4794 (2-22-61)—Very funny entry for every-
GREYFRIARS BOBBY—D-91m.—(TC)—Alex Mackenzie, Laurence Nalmsmith—4850 (8-23-61)—Interesting tale of a dog—Filmed
in Scotland
HORSE WITH THE FLYING TAIL, THE—DOC-48m.—(TC)—Nautical—4806 (4-5-61)—Okay novelty featurette, especially for
horse lovers
NIKKI, WILD DOG OF THE NORTH—MD-74m.—(TC)—Jean Coutu, Nikki, the dog—4831 (6-14-61)—Good action yarn for
the program
ONE HUNDRED AND ONE DALMATIANS—CAR-80m.—(TC)—Highly entertaining Disney cartoon feature—4787 (1-25-61)
PARENT TRAP, THE—C-124m.—(TC)—Hayley Mills, Maureen O'Hara, Brian Keith—4822 (5-17-61)—Highly enjoyable fun for
all
SWISS FAMILY ROBINSON—D-126m.—(TC; Panavision)—John Mills, Dorothy McGuire—4768 (11-9-60)—High rating ad-
venture for family trade

TO BE REVIEWED

BABES IN TOYLAND—(TC)—Ray Bolger, Ed Wynn, Annette
BON VOYAGE—(TC)—Fred MacMurray, Jane Wyman
CASTAWAYS, THE—(TC)—Maurice Chevalier, Hayley Mills, George Sanders
MOON PILOT—(TC)—Tom Tryon, Dany Saval, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

531 BORN YESTERDAY—C-103m.—Judy Holliday, Broderick Crawford—4797 (3-8-61)—Highly entertaining adult comedy reissue—
Reissue
528 CARTHAGE IN FLAMES—MD-95m.—(TC; TE)—Anne Heywood, Jose Suarez—4785 (1-25-61)—Historical spectacle for the pro-
gram—Dubbed in English—Italian-made
529 CRY FOR HAPPY—C-110m.—(CS; EC)—Glenn Ford, Donald O'Connor, Miiko Taka—4785 (1-25-61)—High rating, laugh-loaded
comedy has names and angles
607 DEVIL AT FOUR O'CLOCK, THE—D-126m.—(EC)—Spencer Tracy, Frank Sinatra, Barbara Luna—4869 (9-27-61)—Well-made
drama has many angles
EVERYTHING'S DUCKY—C-81m.—Mickey Rooney, Buddy Hackett, Joanie Sommers—4881 (11-8-61)—Fair comedy for program
539 FIVE GOLDEN HOURS—C-90m.—Ernie Kovacs, Cyd Charisse—4818 (5-17-61)—Funny idea misses big laughs—Made in England
601 GIDGET GOES HAWAIIAN—C-102m.—(EC)—James Darren, Deborah Walley—4825 (5-31-61)—Cute entry for the program
603 GUNS OF NAVARONE, THE—157m.—(EC; CS)—Gregory Peck, Gia Scala—4825 (5-31-61)—High rating adventure yarn—Filmed
abroad
523 HAND IN HAND—D-75m.—Loretta Parry, Phillip Needs, John Gregson—4777 (12-21-60)—Interesting drama for the program—
English
540 HOMICIDAL—MD-87m.—Glenn Corbett, Patricia Breslin—4833 (6-28-61)—Grisly horror item with Castle gimmick
519 JAZZ BOAT—CMU-90m.—(CS)—Anthony Newley, Anne Aubrey—4769 (11-23-60)—For the program—English
608 LOSS OF INNOCENCE—D-99m.—(EC)—Kenneth More, Danielle Darrieux—4845 (8-9-61)—Interesting adult drama—English
534 MAD DOG COLL—MD-86m.—John Chandler, Brooke Hayward—4818 (5-17-61)—Gangster entry for the program
538 MEIN KAMPF—DOC-121m.—Compilation of German war films—4809 (4-19-61)—Chilling documentary is grimly fascinating
541 MOST DANGEROUS MAN ALIVE—MD-82m.—Ron Randell, Debra Paget—4833 (6-28-61)—For lower half
611 MR. SARDONICUS—MD-89m.—Oscar Homolka, Audrey Dalton—4873 (10-11-61)—Castle's best horror entry
527 PASSPORT TO CHINA—MD-75m.—Richard Basehart, Alan Gifford—4797 (3-8-61)—For the lower half
520 PEPE—C-157m.—(Panavision—CS—TC)—Cantinflas, Dan Dailey, Shirley Jones—4781 (1-11-61)—Highly entertaining
536R PICNIC—CD-115m.—(CS; TC)—William Holden, Rosalind Russell—4818 (5-17-61)—High rating entry—Reissue
533 RAISIN IN THE SUN, A—D-128m.—Sidney Poitier, Claudia McNeil—4805 (4-5-61)—Film based on hit play rates high
605 SCREAM OF FEAR—MD-81m.—Susan Strasberg, Ronald Lewis—Good suspense entry—4846 (8-9-61)—English
532R SOLID GOLD CADILLAC, THE—C-99m.—Judy Holliday, Paul Douglas—4797 (3-8-61)—High rating comedy reissue—Reissue
535 STOP ME BEFORE I KILL—D-108m.—Claude Dauphin, Kaine Cilento—4829 (6-14-61)—Interesting drama—English made
522 SWORD OF SHERWOOD FOREST—MD-80m.—(EC; Megascop)—Richard Greene, Sarah Branch—4786 (1-25-61)—Robin
Hood rides again—English
530 TERROR OF THE TONGS—MD-80m.—(EC)—Geoffrey Toone, Yvonne Monlaur—4801 (3-22-61)—Horror import for the program
—English-made
517 THREE WORLDS OF GULLIVER, THE—100m.—(Superdynamation; EC)—Kerwin Mathews, Jo Morrow—4773 (12-7-60)—
Enjoyable fantasy loaded with youth appeal
606 TRUNK, THE—MD-72m.—Phil Carey, Julia Arnall—4873 (10-11-61)—Strictly for the duellers—English-made
602 TWO RODE TOGETHER—D-109m.—(EC)—James Stewart, Shirley Jones—4833 (6-28-61)—Off-beat adventure yarn has good sell-
ing angles
537R TWINKLE AND SHINE (It Happened To Jane)—C-98m.—(EC)—Doris Day, Jack Lemmon—4818 (5-17-61)—Highly entertain-
ing comedy—Reissue
525 UNDERWORLD, U. S. A.—MD-99m.—Cliff Robertson, Dolores Dorn—4793 (2-22-61)—Good crime meller for the program
612 VALLEY OF THE DRAGONS—MD-79m.—Cesare Danova, Joan Staley—4877 (10-25-61)—Mild meller for duellers
521 WACKIEST SHIP IN THE ARMY, THE—C-99m.—(CS; EC)—Jack Lemmon, Ricky Nelson—4774 (12-7-60)—Amusing service
comedy
524 WARRIOR EMPRESS, THE—D-97m.—(EC; CS)—Kerwin Mathews, Tina Louise—4829 (6-14-61)—Spectacle and sex from Italy—
Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Oct. WEEKEND WITH LULU—Leslie Phillips, Robert Monkhouse
Nov. HELLIONS—Richard Todd, Anne Aubrey
Nov. QUEEN OF THE PIRATES—Gianna Maria Canale—Super Cinescope—Italian made
Dec. ADVISE AND CONSENT—Henry Fonda, Charles Laughton
Dec. MYSTERIOUS ISLAND—(Super-Dynamation; C)—Michael Craig, Joan Greenwood

COMING

BARABBAS—(Technirama 70; Color)—Anthony Quinn, Silvana Mangano
BELLE SOMMERS—David Janssen, Polly Bergen
BEST OF ENEMIES, THE—David Niven, Michael Wilding
CONGO VIVO—Jean Sebastian, Bachir Toure
DAMNED, THE—Macdonald Carey, Shirley Ann Field
EXPERIMENT IN TERROR—Glenn Ford, Lee Remick
FIVE KINDS OF LOVE—Rosalind Russell, Jack Hawkins, Maximilian Schell
FURY OF THE BARBARIANS—(C)—Edmund Purdom
INTERNS, THE—Suzy Parker, Cliff Robertson
GOLD INSIDE, THE—Peter Cushing, Andre Morell
JASON AND THE GOLDEN FLEECE—(Super Dynamation; C)—Todd Armstrong, Nancy Kovak
LAWRENCE OF ARABIA—(Panavision; EC)—Alec Guinness, Anthony Quinn
H. M. S. DEFIANT—(CS; C)—Dirk Bogarde, Alec Guinness, Anthony Quayle
NOTORIOUS LANDLADY, THE—Kim Novak, Jack Lemmon, Fred Astaire
PLAY IT COOLER—Anthony Newley, Anne Aubrey
SAIL A CROOKED SHIP—Robert Wagner, Dolores Hart, Frankie Avalon
THAT UNCERTAIN FEELING—Peter Sellers, Mai Zetterling
THESE ARE THE DAMNED—Macdonald Carey, Shirley Ann Field
13 WEST STREET—Alan Ladd, Dolores Dorn
3 STOOGES MEET HERCULES, THE—3 Stooges, Marlon and Mike McKevver
UNDERWATER CITY, THE—(Fantascope; C)—William Lundigan, Julie Adams
WALK ON THE WILD SIDE—Laurence Harvey, Capucine, Barbara Stanwyck
WAR LOVER, THE—Steve McQueen, Shirley Anne Field
WATCH IT, SAILOR—Dennis Price, Marjorie Rhodes

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

124 ADA—D-108m.—(CS; MC)—Susan Hayward, Dean Martin—4841 (7-26-61)—Interesting drama on Southern people and politics
113 ATLANTIS THE LOST CONTINENT—D-90m.—(MC)—Anthony Hall, Joyce Taylor—4809 (4-19-61)—Good science fiction entry
BACHELOR IN PARADISE—C-109m.—(CS; MC)—Bob Hope, Lana Turner—4881 (11-8-61)—Funny, well-made Bob Hope entry
202 BRIDGE TO THE SUN—D-113m.—Carroll Baker, James Shigeta—4849 (8-23-61)—Drama of mixed marriage during war
108 CIMARRON—WSP—147m.—(CS; MC)—Glenn Ford, Maria Schell, Anne Baxter—4774 (12-7-60)—Highly entertaining entry
DON QUIXOTE—D-106m.—(C)—Nikolai Cherkassov—4793 (2-22-61)—Well-made filmization of literary classic—U. S.—USSR
Cultural exchange film
114 GONE WITH THE WIND—D-222m.—(TC)—Clark Gable, Olivia de Havilland—4805 (4-5-61)—Excellent—Reissue
111 GO NAKED IN THE WORLD—D-103m.—(CS; MC)—Gina Lollobrigida, Anthony Franciosa—4786 (1-25-61)—Filmization of novel
on life and love of a prostitute for adult audiences
105 GORGO—MD-78m.—(TC)—Bill Travers, William Sylvester—4786 (1-25-61)—Science fiction entry has angles—England
116 GREEN HELMET, THE—MD-88m.—Bill Travers, Nancy Walters—4837 (7-12-61)—Okay auto racing programmer—English
122 HONEYMOON MACHINE, THE—C-87m.—(CS; MC)—Steve McQueen, Brigid Bazlen—4837 (7-12-61)—Very funny comedy
203 INVASION QUARTET—C-87m.—(MS)—Bill Travers, Spike Milligan—4865 (9-13-61)—Fair comedy for lower half—English
KING OF KINGS—D-163m.—(Technirama 70, TC)—Jeffrey Hunter, Siobhan McKenna—4877 (10-25-61)—High rating biblical epic
107 MAGIC BOY—CAR-75m.—(Magicolor)—Toei Production—4846 (8-9-61)—Colorful Japanese cartoon should appeal to youngsters—
English dialogue
102 MORGAN THE PIRATE—MD-95m.—(CS; EC)—Steve Reeves, Valerie Legrange—4829 (6-14-61)—Very good actionful, slam-bang
swashbuckler—Made in Italy
119 RING OF FIRE—MD-91m.—(MC)—David Janssen, Joyce Taylor—4818 (5-17-61)—Good program meller
115 SECRET PARTNER, THE—MD-91m.—Stewart Granger, Haya Harareet—4797 (3-8-61)—Good mystery—English

- THIEF OF BAGHDAD**—FAN-90m.—(CS; EC)—Steve Reeves, Georgia Moll—4837 (7-12-61)—Arabian Nights action fantasy for kids and young in heart—Italian made; dubbed in English
- SECRET OF MONTE CRISTO, THE**—MD-80m.—(EC; Dyaliscope)—Rory Calhoun, Patricia Bredin—4846 (8-9-61)—Swash-buckler for the program—Italian
- THUNDER OF DRUMS, A**—D-97m.—(CS; MC)—Richard Boone, George Hamilton, Luana Patten—4865 (9-13-61)—Interesting outdoor action drama
- TWO LOVES**—D-100m.—(C; CS)—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help
- WHERE THE BOYS ARE**—C-99m.—(CS; MC)—Dolores Hart, George Hamilton—4774 (12-7-60)—Highly entertaining entry about today's college youngsters
- WONDERS OF ALADDIN**—C-93m.—(CS; EC)—Donald O'Connor, Noelle Adam—4880 (11-8-61)—Cute and humorous entry

COMING FEATURES IN ORDER OF RELEASE

- Nov. COLOSSUS OF RHODES, THE**—(CS; C)—Rory Calhoun, Lea Massari
- Jan. FOUR HORSEMEN OF THE APOCALYPSE**—(CS; C)—Glenn Ford, Ingrid Thullin
- Feb. LIGHT ON THE PIAZZA, THE**—(MC; CS)—Olivia DeHavilland, Rossano Brazzi

COMING

- ALL FALL DOWN**—Eva Marie Saint, Warren Beatty
- DAMON AND PYTHIAS**—(EC)—Guy Williams, Don Burnett
- GUNS IN THE AFTERNOON**—Randolph Scott, Joel McCrea, Marietta Hartley
- HORIZONTAL LIEUTENANT, THE**—Jim Hutton, Paula Prentiss
- HOW THE WEST WAS WON**—(Cinerama)—James Stewart, Debbie Reynolds, Gregory Peck, John Wayne
- I THANK A FOOL**—(CS; C)—Susan Hayward, Peter Finch
- BILLY ROSE'S JUMBO**—Doris Day, Stephen Boyd
- LADY L**—(CS; C)—Tony Curtis, Gina Lollobrigida
- MURDER, SHE SAID**—Margaret Rutherford, Arthur Kennedy
- MUTINY ON THE BOUNTY**—(Ultra-Panavision; C)—Marlon Brando, Trevor Howard
- SWEET BIRD OF YOUTH**—(CS; MC)—Paul Newman, Geraldine Page
- SWORDSMAN OF SIENA**—Stewart Granger, Silva Coscimo
- TARTARS, THE**—(CS; C)—Victor Mature, Orson Welles
- TWO WEEKS IN ANOTHER TOWN**—Kirk Douglas, Edward C. Robinson
- VERY PRIVATE AFFAIR, A**—(MC)—Brigitte Bardot, Marcello Mastroianni
- WONDERFUL WORLD OF THE BROTHERS GRIMM, THE**—(CR)—Laurence Harvey, Claire Bloom

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6010 ALL IN A NIGHT'S WORK**—C-94m.—(TC)—Dean Martin, Shirley MacLaine—4805 (4-5-61)—Amusing, lightweight comedy
- 6011 BLOOD AND ROSES**—MD-74m.—(TR-TC)—Mel Ferrer, Elsa Martinelli, Annette Vadim—4865 (9-13-61)—Arty vampire meller—Italian-made
- 6009 BLUEPRINT FOR ROBBERY**—MD-88m.—J. Pat O'Malley, Jay Barney—4786 (1-25-61)—Crime meller for the program
- 6103 BREAKFAST AT TIFFANY'S**—C-115m.—(TC)—Audrey Hepburn, George Peppard—4873 (10-11-61)—Sophisticated entry; best for big city spots
- 6007 CINDERELLA**—C-91m.—(TC)—Jerry Lewis, Anna Maria Alberghetti—4769 (11-23-60)—Fair Jerry Lewis entry should please his fans
- R6011 ELEPHANT WALK**—D-103m.—(TC)—Elizabeth Taylor, Dana Andrews—4781 (1-11-61)—Reissue deserves plenty of attention—Reissue
- 6013 FOXHOLE IN CAIRO**—MD-69m.—James Robertson Justice, Adrian Hoven—4787 (1-25-61)—Good war programmer
- 6015 LADIES MAN, THE**—C-96m.—(TC)—Jerry Lewis, Helen Traubel—4830 (6-14-61)—Good Jerry Lewis entry
- 6018 LOVE IN A GOLDFISH BOWL**—C-88m.—(TC)—Tommy Sands, Fabian, Jan Sterling—4830 (6-14-61)—Okay comedy with special angles for the teens
- 6102 MAN-TRAP**—MD-93m.—(Panavision)—Jeffrey Hunter, Stella Stevens—4865 (9-13-61)—Unpleasant meller for program
- R6012 NAKED JUNGLE, THE**—MD-96m.—(TC)—Eleanor Parker, Charlton Heston—4781 (1-11-61)—Tense reissue with many selling angles—Reissue
- 6016 ON THE DOUBLE**—C-92m.—(TC; Panavision)—Danny Kaye, Dana Wynter—4819 (5-17-61)—Very funny Danny Kaye vehicle
- 6014 ONE-EYED JACKS**—W-141m.—(TC)—Marlon Brando, Katy Jurado—4801 (3-22-61)—Impressive western with great potential
- 6017 PLEASURE OF HIS COMPANY, THE**—C-114m.—(TC)—Fred Astaire, Debbie Reynolds—4819 (5-17-61)—Cute, entertaining
- R6104 WHITE CHRISTMAS**—CMU-120m.—(TC)—Bing Crosby, Danny Kaye, Rosemary Clooney—4866 (9-13-61)—Should account for high grosses—Reissue
- 6008 WORLD OF SUZIE WONG, THE**—D-129m.—(TC)—William Holden, Nancy Kwan—4765 (11-9-60)—High rating, colorful screen version of hit book and play

COMING FEATURES IN ORDER OF RELEASE

- Nov. BLUE HAWAII**—(TC; Panavision)—Elvis Presley, Joan Blackman
- Dec. ERRAND BOY, THE**—Jerry Lewis
- Dec. SUMMER AND SMOKE**—(TC)—Laurence Harvey, Geraldine Page

COMING

- COUNTERFEIT TRAITOR**—(TC)—William Holden, Lili Palmer
- PIGEON THAT TOOK ROME, THE**—Charlton Heston, Elsa Martinelli
- HATARI**—(TC)—John Wayne, Red Buttons
- IRON MEN, THE**—Sidney Poitier, Claudia Cardinale
- MAN WHO SHOT LIBERTY VALANCE, THE**—James Stewart, John Wayne, Vera Miles
- MY GEISHA**—(TC; Technirama)—Shirley MacLaine, Yves Montand
- ESCAPE FROM ZAHRAIN**—(TC; Panavision)—Yul Brynner, Sal Mineo
- GIRL NAMED TAMIKO, A**—(TC; Panavision)—Laurence Harvey, Franco Nuyen
- HELL IS FOR HEROES**—Bobby Darin, Bob Newhart, Fess Parker
- TOO LATE BLUES**—Bobby Darin, Stella Stevens
- WHO'S GOT THE ACTION**—(TC)—Dean Martin, Lana Turner

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

- 112 ALL HANDS ON DECK**—C-98m.—(CS; DC)—Pat Boone, Buddy Hackett, Barbara Eden—4809 (4-19-61)—Light-weight entertainment
- 128 BATTLE AT BLOODY BEACH**—MD-83m.—(CS)—Audie Murphy, Dolores Michaels—4838 (7-12-61)—Okay war programmer
- 109 BETWEEN HEAVEN AND HELL**—MD-94m.—(CS; DC)—Robert Wagner, Terry Moore, Broderick Crawford—4869 (9-27-61)—Interesting war entry—Reissue
- 134 BIG GAMBLE, THE**—CD-100m.—(CS; DC)—Stephen Boyd, Juliette Greco, David Wayne—4849 (8-23-61)—Interesting adventure comedy
- 120 BIG SHOW, THE**—D-113m.—(CS; DC)—Esther Williams, Cliff Robertson—4819 (5-17-61)—Good entry for program—Filmed abroad
- 105 CANADIANS, THE**—MD-85m.—(CS; DC)—Robert Ryan, John Dehner—4802 (3-22-61)—Tale of early Canada for the program
- 111 CIRCLE OF DECEPTION**—MD-100m.—(CS)—Bradford Dillman, Suzy Parker—4787 (1-25-61)—Good counter intelligence war meller for the program
- COMANCHEROS, THE**—W-107m.—(CS; DC)—John Wayne, Stuart Whitman, Ina Balin—4882 (11-8-61)—Solid adventure entry
- 114 DAYS OF THRILLS AND LAUGHTER**—COMP-93m.—Produced and written by Robert Youngson—4802 (3-22-61)—Novelty for certain spots
- 053 DESERT ATTACK**—MD-76m.—John Mills, Sylvia Syms—4789 (2-8-61)—Okay English war meller for the program—England
- 108 ENEMY BELOW, THE**—MD-98m.—(CS; DC)—Robert Mitchum, Curt Jurgens, Al Hedison—4869 (9-27-61)—Absorbing, suspenseful submarine war meller—Reissue
- 057 ESTHER AND THE KING**—D-109m.—(CS; DC)—Joan Collins, Richard Egan—4769 (11-23-60)—Interesting costume drama
- 110 FERRY TO HONG KONG**—MD-103m.—(CS; DC)—Curt Jurgens, Orson Welles, Sylvia Syms—4789 (2-8-61)—Colorful, well-enacted meller
- 120 FIERCEST HEART, THE**—MD-91m.—(CS; DC)—Stuart Whitman, Juliet Prowse—4805 (4-5-61)—Programmer has new names to sell
- 056 FLAMING STAR**—101m.—(CS; DC)—Elvis Presley, Barbara Eden—4781 (1-11-61)—Good action entry has Presley draw
- 132 FRANCIS OF ASSISI**—D-105m.—(CS; DC)—Bradford Dillman, Dolores Hart—4838 (7-12-61)—Effective and highly interesting religious drama
- 122 FROGMEN, THE**—MD-96m.—Richard Widmark, Dana Andrews—4869 (9-27-61)—War thriller should ride into the better money—Reissue
- 039 GODDESS OF LOVE, THE**—MD-68m.—(CS; DC)—Belinda Lee, Jacques Sernas—4765 (11-9-60)—Mediocre fare for the duallers—English dialogue; made in Italy
- 106 HOUSE OF BAMBOO**—MD-102m.—(CS; DC)—Robert Ryan, Robert Stack, Shirley Yamaguchi—4869 (9-27-61)—Highly interesting meller—Reissue
- 136 HUSTLER, THE**—D-135m.—(CS)—Paul Newman, Jackie Gleason, Piper Laurie—4869 (9-27-61)—Good off-beat drama about off-beat people
- 037 LEGIONS OF THE NILE**—MD-91m.—(CS; DC)—Linda Cristal, Ettore Manni—4766 (11-9-60)—Acceptable for the program—(Dubbed in English; made in Italy)
- 102 LITTLE SHEPHERD OF KINGDOM COME, THE**—108m.—(CS; DC)—Jimmie Rodgers, Luana Patten—4782 (1-11-61)—Entertaining, heart-warming family story
- 113 LONG ROPE, THE**—W-61m.—(CS)—Hugh Marlowe, Lisa Montell—4790 (2-8-61)—Program western
- 137 MARINES, LET'S GO**—C-104m.—(CS; DC)—Tom Tyron, David Hedison, Linda Hutchins—4846 (8-9-61)—Mediocre war comedy

- Fanny**..... A2 WB
- Fast Set, The**..... For.
- Fate Of A Man**..... A3 For.
- Ferry To Hong Kong**..... A2 For.
- Fever In The Blood, A**..... A3 WB
- Fiercest Heart, The**..... A2 For.
- Five Golden Hours**..... A3 Col.
- Five Guns To Tombstone**..... A1 UA
- Five Kinds Of Love**..... Col.
- Flaming Star**..... A1 For.
- Flight That Disappeared**..... A1 UA
- Flower Drum Song**..... U-I
- Follow A Star**..... For.
- Follow That Dream**..... UA
- Four Horsemen Of The Apocalypse**..... MGM
- Foxhole In Cairo**..... B Par.
- Frantic**..... A2 For.
- French Mistress, A**..... A3 For.
- Freud**..... U-I
- Francis Of Assisi**..... A1 For.
- Frogmen, The—RE**..... A1 For.
- From A Roman Balcony**..... For.
- Frontier Uprising**..... A1 UA
- Fury Of The Barbarians**..... Col.

G

- Gambler Wore A Gun, The**..... A1 UA
- General Della Rovere**..... A2 For.
- George Raft Story, The**..... AA
- Geronimo**..... UA
- Gidget Goes Hawaiian**..... A2 Col.
- Gigot**..... For.
- Girl Named Tamiko, A**..... Par.
- Girl In Room 13**..... B Misc.
- Girl With A Suitcase**..... A3 For.
- Go Naked In The World**..... B MGM
- Goddess Of Love, The**..... B For.
- Gold Inside, The**..... Col.
- Gold Of The Seven Saints**..... A2 WB
- Goliath And The Dragon**..... A2 A-I
- Gone With The Wind—RE**..... B MGM
- Good Girls Beware**..... For.
- Goodbye Again**..... B UA
- Gorgo**..... A1 MGM
- Grass Is Greener, The**..... A3 U-I
- Great Imposter, The**..... A2 U-I
- Great War, The**..... A3 UA
- Green Helmet, The**..... A1 MGM
- Green Mare, The**..... For.
- Greyfriars Bobby**..... A1 BV
- Guns Of The Black Witch**..... A-I
- Gun Fight**..... A1 UA
- Guns In The Afternoon**..... MGM
- Guns Of The Navarone, The**..... A1 Col.
- Gypsy**..... WB

H

- Hand, The**..... A2 A-I
- Hand In Hand**..... A1 Col.
- Hand Of Death**..... For.
- Happy Thieves, The**..... UA
- Hatari**..... Par.
- Hell Is For Heroes**..... Par.
- Hellions**..... Col.
- Hemingway's Young Man**..... For.
- Herod, The Great**..... B AA
- Heroes Die Young**..... A3 AA
- Hideous Sun Demon, The**..... Misc.
- Hippodrome**..... For.
- Hitler**..... AA
- H. M. S. Defiant**..... Col.
- Home Is The Hero**..... A2 For.
- Homicidal**..... A2 Col.
- Honeymoon Machine**..... A1 MGM
- Hoodlum Priest, The**..... A2 UA
- Horizontal Lieutenant, The**..... MGM
- Horse With The Flying Tail, The**..... BV
- House Of Bamboo, The—RE**..... A2 For.
- House Of Fright**..... B A-I
- House Of Women**..... WB
- How The West Was Won**..... MGM
- Hustler, The**..... A3 For.

I

- I Thank A Fool**..... MGM
- Innocents, The**..... For.
- Inspector, The**..... For.
- Interns, The**..... Col.
- Invasion Quartet**..... A1 MGM
- Iron Men, The**..... Par.
- It Happened In Broad Daylight**..... For.
- It Happened In Athens**..... For.

J

Jason And The Golden Fleece... Col.
Jazz Boat... B Col.
Joker, The... B For.
Journey To The Lost City... A2 A-1
Journey To The Seventh Planet... A-1
Judgment At Nuremberg... A2 UA

K

Kid Galahad... UA
King Of Kings, The... SP MGM
King Of The Roaring '20's... A3 AA
Konga... A2 A-1

L

Lad: A Dog... A1 WB
Ladies' Man... A1 Par.
La Dolce Vita... SP For.
Lady For A Knight... UA
Lady L... MGM
Land We Love, The... UA
Last Sunset, The... B U-1
Last Time I Saw Archie, The... A2 UA
Last Woman On Earth, The... Misc.
Lawless Breed The-RE... A2 U-1
Lawrence Of Arabia... Col.
League Of Gentlemen, The... A3 For.
Leda... B For.
Left, Right and Center... A1 For.
Legions Of The Nile... B For.
Light In The Piazza, The... MGM
Lion Of Sparta... Fox
Little Angel... A1 For.
Little Shepherd Of Kingdom Come, The... A1 Fox
Little Shop Of Horrors, The... Misc.
Lonely Are The Brave... U-1
Long Rope, The... A2 Fox
Long And The Short And The Tall, The... For.
Longest Day, The... Fox
Look In Any Window... B AA
Loss Of Innocence... A3 Col.
Lost Battalion, The... A-1
Love And The Frenchwoman... B For.
Love In A Goldfish Bowl... B Par.
Love Game, The... C For.
Lover Come Back... U-1
Loves Of Salammbo, The... Fox

M

Ma Barker's Killer Brood... Misc.
Mad Dog Coll... B Col.
Madison Avenue... Fox
Magdalena... C For.
Magic Boy, The... A1 MGM
Majority Of One, A... WB
Make Mine Mink... A3 For.
Man In The Moon... A2 For.
Man-Trap... B Par.
Man Who Shot Liberty Valance, The... Par.
Man Who Wagged His Tail, The... A1 For.
Marriage-Go-Round... B Fox
Marines Lets Go... B Fox
Mary Had A Little... B UA
Mask, The... A2 WB
Master Of The World... A1 A-1
Matter Of Morals, A... B UA
Mein Kampf... A2 Col.
Merrill's Marauders... WB
Midnight Story, The-RE... A2 U-1
Mighty Crusaders, The... A1 For.
Millionaire, The... B Fox
Minotaur, The... B UA
Miracle Of Our Lady Of Fatima, The-RE... A1 WB
Misfits, The... B UA
Mr. Sardonicus... A2 Col.
Misty... A1 Fox
Modigliani Of Montparnasse... For.
Monster Of The Piedras Blancas, The... Misc.
Moon Pilot... BV
Morals Squad... Misc.
Morgan The Pirate... B MGM
Most Dangerous Man Alive, The... B Col.
Music Man, The... W
Murder, She Said... MGM
Mutiny On The Bounty... MGM
My Geisha... Par.
Mysterious Island... A1 Col.

N

Naked Edge, The... A2 UA
Naked Jungle, The-RE... A2 Par.
Neapolitan Carousel... A2 For.
Night Affair... For.
Nikki, Wild Dog Of The North... A1 BV
Ninth Circle, The... A3 For.
No Man Is An Island... U-1
North To Alaska... A3 Fox
Not Tonight, Henry... Misc.
Notorious Landlady... Col.

O

Okefenokee... Misc.
Ole Rex... A1 U-1
On The Double... A1 Par.

101 MARRIAGE-GO-ROUND, THE-C-98m.- (CS; DC)-Susan Hayward, James Mason, Julie Newmar-4774 (12-7-60)-Cute and amusing man's comedy
131 MISTY-D-92m.- (CS; DC)-David Ladd, Pam Smith, Phantom, the horse-4834 (6-28-61)-Good entry for family trade and youngsters
104 MILLIONAIRESS, THE-C-90m.- (CS; DC)-Sophia Loren, Peter Sellers, Alastair Sim-4787 (1-25-61)-Success depends on name power
051 NORTH TO ALASKA-C-122m.- (CS; DC)-John Wayne, Capucine, Fabian-4766 (11-9-60)-Comedy has angles
135 PIRATES OF TORTUGA-MD-97m.- (CS; DC)-Ken Scott, Leticia Roman-4874 (10-11-61)-Okay entry for the program
121 RACERS, THE-MD-112m.- (CS; DC)-Kirk Douglas, Bella Darvi-4846 (8-9-61)-Entertaining auto racing entry-Reissue
126 RETURN TO PEYTON PLACE-D-122m.- (CS; DC)-Carol Lynley, Jeff Chandler, Eleanor Parker-4814 (5-3-61)-Sequel should prove popular
127 RIGHT APPROACH, THE-CD-92m.- (CS)-Frankie Vaughan, Martha Hyer-4814 (5-3-61)-Modern youth opus misses
115 SANCTUARY-D-90m.- (CS)-Lee Remick, Yves Montand-4794 (2-22-61)-Off-beat look at life and love in the south
SECOND TIME AROUND-C-99m.- (CS; DC)-Debbie Reynolds, Steve Forrest-4882 (11-8-61)-Amusing comedy has angles
140 SEVEN WOMEN FROM HELL-MD-88m.- (CS)-Patricia Owens, Cesar Romero-4877 (10-25-61)-Exploitable programmer
044 SQUAD CAR-MD-61m.- Vici Raaf, Paul Bryar-4787 (1-25-61)-For the lower half
116 SNIPER'S RIDGE-MD-61m.- (CS)-Jack Ging, Stanley Clements-4790 (2-8-61)-Fair war programmer
130 SNOW WHITE AND THE THREE STOOGES-C-107m.- (CS; DC)-Carol Heiss, 3 Stooges-4825 (5-31-61)-Attractive entry for families and children in particular
107 STOPOVER TOKYO-MD-100m.- (CS; DC)-Robert Wagner, Joan Collins, Edmond O'Brien-4869 (9-27-61)-Fairly interesting meller-Reissue
050 TESS OF THE STORM COUNTRY-D-84m.- (CS; DC)-Diane Baker, Jack Ging-4790 (2-8-61)-Interesting version of classic
117 TRAPP FAMILY, THE-D-106m.- (DC)-Ruth Leuwrik, Hans Holt-4797 (3-8-61)-Family yarn good for the program-German made; dubbed in English
125 UPSTAIRS AND DOWNSTAIRS-C-100m.- (DC)-Mylene Demongeot, Michael Craig-4777 (12-21-60)-Cute comedy-English
133 VOYAGE TO THE BOTTOM OF THE SEA-MD-107m.- (CS; DC)-Walter Pidgeon, Joan Fontaine-4834 (6-28-61)-Modern day science fiction should do okay
129 WILD IN THE COUNTRY-D-114m.- (CS; DC)-Elvis Presley, Hope Lange-4830 (6-14-61)-Well-made dramatic story has replay for draw
054 WIZARD OF BAGHDAD, THE-C-93m.- (CS; DC)-Dick Shawn, Diane Baker-4777 (12-21-60)-Amusing programmer

COMING FEATURES IN ORDER OF RELEASE

Nov. PURPLE HILLS-(C)-Gene Nelson, Joanna Barnes
Dec. TWO LITTLE BEARS-(CS)-Brenda Lee, Eddie Albert

COMING

ADVENTURES OF A YOUNG MAN-(CS, DC)-Richard Beymer, Paul Newman, Susan Strasberg, Eli Wallach
BACHELOR FLAT-(C; CS)-Celeste Holm, Tuesday Weld, Terry Thomas
CLEOPATRA-(Todd-AO; C)-Elizabeth Taylor, Richard Burton, Rex Harrison
GIGOT-Jackie Gleason
HAND OF DEATH-John Agar, Paula Raymond
HEMINGWAY'S YOUNG MAN-(CS; DC)-Richard Beymer, Susan Strasberg
INNOCENTS, THE-Deborah Kerr, Michael Redgrave
INSPECTOR, THE-(CS; DC)-Stephen Boyd, Dolores Hart
IT HAPPENED IN ATHENS-(CS; C)-Jayne Mansfield, Nico Minardos
LION OF SPARTA-(CS; C)-Richard Egan, Diane Baker
LONGEST DAY, THE-(CS; DC)-William Holden, Richard Todd, Peter Lawford
LOVES OF SALAMMBO, THE-(DC)-Jeanne Valérie, Jacques Sernas
MADISON AVENUE-(CS)-Dana Andrews, Eleanor Parker
QUEEN'S GUARD, THE-(CS; DC)-Raymond Massey, Robert Stevens-England
SATAN NEVER SLEEPS-(CS; C)-William Holden, France Nuyen, Clifton Webb
SILENT CALL, THE-Roger Mobley, Pete, The Dog
STATE FAIR-(CS; DC)-Pat Boone, Alice Faye, Bobby Darin
SWINGING ALONG-(CS; DC)-Tommy Noonan, Pete Marshall
20,000 EYES-Gene Nelson, Merry Anders, James Brown
TENDER IS THE NIGHT-(CS; DC)-Jennifer Jones, Jason Robards, Jr., Joan Fontaine
WOMAN HUNT-Save Peck, Lisa Lu

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6127 BOY WHO CAUGHT A CROOK-MD-72m.-Wanda Hendrix, Rober Mobley, Don Beddoe-4874 (10-11-61)-Lower half filler-Kent-Cahn
6119 BY LOVE POSSESSED-D-115m.- (DC)-Lana Turner, Efram Zimbalist, Jr.-4830 (6-14-61)-High rating drama has marquee power-Mirisch
6121 CAT BURGLAR, THE-MD-64m.-Jack Hogan, June Kenney-4874 (10-11-61)-For the lower half-Harvard
6111 DOCTOR BLOOD'S COFFIN-D-92m.- (C)-Kiernon Moore, Hazel Court-4834 (6-28-61)-Horror drama for program-English-Caralan
6101 EXODUS-MD-213m.- (Super Panavision 70; TC)-Paul Newman, Eva Marie Saint-4778 (12-21-60)-High rating-Preminger
6134 EXPLOSIVE GENERATION, THE-D-89m.-William Shatner, Patty McCormack, Lee Kinsolving-4870 (9-27-61)-Better program entry with special appeal for teens and parents-Vega
6104 FACTS OF LIFE, THE-C-103m.-Bob Hope, Lucille Ball-4771 (11-23-60)-Bright, adult comedy has potent name power-H-L-P
6102 FIVE GUNS TO TOMBSTONE-W-71m.-James Brown, Della Sherman-4790 (2-28-61)-Average western-Zenith
FLIGHT THAT DISAPPEARED, THE-D-72m.-Craig Hill, Paula Raymond-4870 (9-27-61)-Lower half filler-Harvard
6103 FRONTIER UPRISING-W-68m.-James Davls, Nancy Hadley-4790 (2-8-61)-Cowboys, Indians, Mexicans and the U.S. Cavalry ride again-Zenith
6109 GAMBLER WORE A GUN, THE-W-66m.-James Davis, Merry Anders-4810 (4-19-61)-Average western for action spots-Zenith
6125 GOODBYE AGAIN-D-120m.-Ingrid Bergman, Yves Montand, Anthony Perkins-4838 (7-12-61)-Romance has lots to offer-Argus
6113 GUN FIGHT-W-68m.-James Brown, Joan Staley-4834 (6-8-61)-Lower half filler-Zenith
6132 GREAT WAR, THE-D-118m.-Vittorio Gassman, Silvano Mangano-4867 (9-13-61)-Interesting entry will appeal primarily in art spots-Italian-made-Dubbed in English-Lopert
6107 HOODLUM PRIEST, THE-D-101m.-Don Murray, Larry Gates-4794 (2-22-61)-High rating drama-Murray-Wood
JUDGMENT AT NUREMBERG-D-189m.-70mm-Spencer Tracy, Burt Lancaster, Marlene Dietrich-4878 (10-25-61)-Highly interesting, well-made court room drama has names-Kramer
6118 LAST TIME I SAW ARCHIE, THE-C-98m.-Robert Mitchum, Martha Hyer-4827 (5-31-61)-Humorous and entertaining tale of G. I.'s in training-Mark VII, Ltd.
MARY HAD A LITTLE-C-79m.-Agnes Laurent, Jack Watling-4841 (7-26-61)-Mediocre comedy for lower half-English
6108 MATTER OF MORALS, A-D-90m.-Maj-Britt Nilsson, Patrick O'Neal-4831 (6-14-61)-Interesting drama-Filmed in Sweden
6115 MINOTAUR, THE-MD-92m.- (TC; Totalscope)-Bob Mathias, Rosanna Schiaffino-4814 (5-3-61)-Another Italian spectacle for the program-Italian-made; English dialogue
6105 MISFITS, THE-D-124m.-Clark Gable, Marilyn Monroe-4790 (2-8-61)-Unusual, absorbing and adult entry-Seven Arts
6120 NAKED EDGE, THE-D-99m.-Gary Cooper, Deborah Kerr-4838 (7-12-61)-Has interest and angles-Pennebaker-Baroda-English
6106 OPERATION BOTTLENECK-MD-78m.-Ron Foster, Miiko Taka-4794 (2-22-61)-Lower half war meller-Zenith
6131 PARIS BLUES-D-98m.-Paul Newman, Joanne Woodward, Sidney Poitier-4874 (10-11-61)-Highly interesting Parisian jazz and love entry-Pennebaker-Diane
POCKETFUL OF MIRACLES-C-136m.- (Panavision TC)-Glenn Ford, Bette Davis-4882 (11-8-61)-Fine entertainment-Franton
6029 POLICE DOG STORY, THE-MD-61m.-James Brown, Merry Anders-4791 (2-8-61)-Family-type meller for duallers-Zenith
6117 REVOLT OF THE SLAVES, THE-D-99m.- (TotalScope; EC)-Rhonda Fleming, Lang Jeffries-4831 (6-14-61)-Lots of action in another Italian-made spectacle-Italian-made; dubbed in English-Moffa
6133 SEASON OF PASSION-D-92m.-Ernest Borgnine, Anne Baxter, John Mills-4875 (10-11-61)-Interesting picturization of international play-Norman
6130 SECRET OF DEEP HARBOR-MD-70m.-Ron Foster, Merry Anders-4875 (10-11-61)-Satisfactory program meller-Harvard
6112 SNAKE WOMAN, THE-D-68m.-John McCarthy, Susan Travers-4819 (5-17-61)-Horror item for lower half-English made
6123 THREE ON A SPREE-C-83m.-Jack Watling, Carole Lesley-4866 (9-13-61)-Mediocre comedy-Caralan-English-made
6126 TEENAGE MILLIONAIRE-MUC-84m.-Jimmy Clanton, Rocky Graziano, Zasu Pitts-4849 (8-23-61)-Rock 'n' roll entry mailyn for teeners (Partly color)
6135 TOWN WITHOUT PITY-D-105m.-Kirk Douglas, Christine Kaufman-4875 (10-11-61)-Absorbing adult drama
WEST SIDE STORY-MUD-155m.- (Panavision 70; TC)-Natalie Wood, Richard Beymer-4870 (9-27-61)-Highly entertaining entry headed for top returns-Mirisch
6116 WHEN THE CLOCK STRIKES-D-72m.-James Brown, Merry Anders-4835 (6-28-61)-Lower half filler
6128 YOUNG DOCTORS, THE-D-100m.-Frederic March, Ben Gazzara, Ina Balin-4850 (8-23-61)-Interesting drama of hospital lives and loves-Drexel-Miller-Turman
6122 YOU HAVE TO RUN FAST-MD-71m.-Craig Hill, Elaine Edwards-4850 (8-23-61)-Lower half dualler-Harvard
6114 YOUNG SAVAGES, THE-D-100m.-Burt Lancaster, Dina Merrill, Shelly Winters-4814 (5-3-61)-Serious, fascinating probe of juvenile delinquency-Contemporary

COMING FEATURES IN ORDER OF RELEASE

Nov. DEAD TO THE WORLD-Rudy Talton, Jana Pearce
Nov. VIRGINS OF ROME, THE-Louis Jordan, Sylvia Simms
Nov. X15, THE-Charles Bronson, Brad Dexter
Dec. SOMETHING WILD-Carroll Baker, Ralph Meeker-Prometheus
Dec. ONE, TWO, THREE-James Cagney

COMING

BIRD MAN OF ALCATRAZ, THE—Burt Lancaster, Karl Malden, Thelma Ritter
CHILDREN'S HOUR, THE—Audrey Hepburn, Shirley MacLaine, James Garner—Mirisch
GERONIMO—(TC)—Chuck Connors
FOLLOW THAT DREAM—Elvis Presley, Arthur O'Connell, Joanna Moore—Mirisch
HAPPY THIEVES, THE—Rita Hayworth, Rex Harrison
KID GALAHAD—Elvis Presley, Gig Young, Lola Albright
LAND WE LOVE, THE—(C; Panavision)—James Mason, Kate Manx, Neville Brand—Daystar
LADY FOR A KNIGHT—Norman Wisdom, Millicent Martin (Knightsbridge)
PHAEDRA—Melina Mercouri, Tony Perkins, Raf Vallone—(Dassin)
ROAD TO HONG KONG, THE—Bob Hope, Bing Crosby, Joan Collins, Dorothy Lamour
SAINTLY SINNERS—Don Beddige, Ellen Corby
SERGEANTS 3—(TC; Panavision)—Frank Sinatra, Ruta Lee, Dean Martin—Essex
SPIDER'S WEB, THE—(TC)—Glynis Johns, John Justin—Danziger
ST. GEORGE AND THE 7 CURSES—(Super-Percepto-Vision)—Basil Rathbone—Gordon
TARAS BULBA—Tony Curtis, Yul Brynner, Ilka Windish, Brad Dexter
VALIANT, THE—John Mills, Ettore Manni—B. H. P.
WAR HUNT—John Saxon

UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

BACK STREET—D-107m.—(EC)—Susan Hayward, John Gavin, Vera Miles—4875 (10-11-61)—Plush femme's drama with popular Hunter touch
BLAST OF SILENCE—MD-77m.—Allen Baron, Molly McCarthy—4810 (4-19-61)—Better program entry
COME SEPTEMBER—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee—4835 (6-28-61)—Highly enjoyable comedy
CURSE OF THE WEREWOLF, THE—91m.—(EC)—Clifford Evans, Yvonne Romain—4820 (5-17-61)—Horror import should get attention—English
GRASS IS GREENER, THE—C-105m.—(TC; Technirama)—Cary Grant, Deborah Kerr—4775 (12-7-60)—Sophisticated, adult comedy headed for big business
GREAT IMPOSTOR, THE—CD-112m.—Tony Curtis, Joan Blackman—4771 (11-23-60)—Highly entertaining entry
LAST SUNSET, THE—D-112m.—(EC)—Rock Hudson, Kirk Douglas, Dorothy Malone—4827 (5-31-61)—Western has angles to put it across in fine fashion
LAWLESS BREED, THE—W-83m.—(TC)—Rock Hudson, Julia Adams—4870 (9-27-61)—Better than average western—Reissue
MIDNIGHT STORY, THE—MD-89m.—(CS; TC)—Tony Curtis, Marisa Pavan—4870 (9-27-61)—Interesting, well-made cop melodrama—Reissue
OLE REX—D-40m.—(EC)—Rex, Billy Hughes—4802 (3-22-61)—Good featurette programmer
PHARAOH'S WOMAN, THE—D-88m.—(EC; TechniScope)—John Drew Barrymore, Linda Cristal—4815 (5-3-61)—Fair programmer—Italian-made; dubbed in English
POSSE FROM HELL—W-89m.—(EC)—Audie Murphy, Zohra Lampert—4802 (3-22-61)—Good western
PRIVATE LIVES OF ADAM AND EVE, THE—C-87m.—(Part color)—Mickey Rooney, Mamie Van Doren—4831 (6-14-61)—Tasteless comedy strictly for exploitation spots
RAWHIDE YEARS, THE—OMD-85m.—(TC)—Tony Curtis, Coleen Miller—4871 (9-27-61)—Action entry entertains—Reissue
ROMANOFF AND JULIET—C-112m.—(TC)—Peter Ustinov, Sandra Dee—4820 (5-17-61)—Humorous comedy is well made—Filmed abroad
SERGEANT WAS A LADY, THE—C-72m.—Martin West, Venetia Stevenson—4866 (9-13-61)—Fair comedy for the program
SECRET WAYS, THE—D-112m.—Richard Widmark, Sonja Ziemann—4802 (3-22-61)—Taut espionage thriller should please—Made in Europe
SHADOW OF THE CAT, THE—MD-79m.—Andre Morell, Barbara Shelley—4820 (5-17-61)—Good horror item—English
SHAKEDOWN, THE—MD-91m.—Terence Morgan, Hazel Court—4847 (8-9-61)—Lower half meller—English
TAMMY TELL ME TRUE—CD-97m.—(EC)—Sandra Dee, John Gavin—4835 (6-28-61)—Warm yarn has appeal for youngsters and family trade
TO HELL AND BACK—BIOD-106m.—(CS; TC)—Audie Murphy, Marshall Thompson—4871 (9-27-61)—Well-made war film should have wide appeal—Reissue
TOMBOY AND THE CHAMP—D-92m.—(EC)—Candy Moore, Ben Johnson—4791 (2-8-61)—Good family programmer
TROUBLE IN THE SKY—D-76m.—Michael Craig, Elizabeth Seal—4835 (6-28-61)—Okay programmer—English
WINGS OF CHANCE—MD-76m.—(EC)—Jim Brown, Frances Rafferty—4798 (3-8-61)—Okay programmer

COMING FEATURES IN ORDER OF RELEASE

Dec. **FLOWER DRUM SONG**—(C; Panavision)—Nancy Kwan, James Shigeta

COMING

CAPE FEAR—Gregory Peck, Polly Bergen
FREUD—Montgomery Clift, Susannah York
LONELY ARE THE BRAVE—(Panavision)—Kirk Douglas, Gena Rowlands
LOVER COME BACK—(C)—Rock Hudson, Doris Day, Tony Randall
NO MAN IS AN ISLAND—Jeffrey Hunter
OUTSIDER, THE—Tony Curtis, Miriam Colon
SIX BLACK HORSES—(C)—Audie Murphy, Joan O'Brien
SPIRAL ROAD, THE—(C; Panavision)—Rock Hudson, Burl Ives, Gena Rowlands
TOUCH OF MINK—(C; Panavision)—Cary Grant, Doris Day
UGLY AMERICAN—(C)—Marlon Brando, Eiji Okada, Sandra Church

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

014 BIMBO THE GREAT—MD-93m.—(EC; CircusScope)—Charles Holm, Maryanne Shields—4815 (5-3-61)—Circus film has angles—German-made; dubbed in English
155 CLAUDELLE INGLISH—D-99m.—Diane McBain, Arthur Kennedy—4866 (9-13-61)—Moderately interesting drama of backwoods bad girl
013 FABULOUS WORLD OF JULES VERNE, THE—SFD-84m.—(Mystimation)—Louis Locke, Ernest Revere, Jane Zale—4815 (5-3-61)—Interesting science fiction entry—Filmed abroad
016 FANNY—D-133m.—(TC)—Leslie Caron, Maurice Chevalier, Charles Boyer—4835 (6-28-61)—Excellent
008 FEVER IN THE BLOOD, A—D-117m.—Efrém Zimbalist, Jr., Angie Dickinson—4787 (1-26-61)—Interesting dramatic fare on world of politics
009 GOLD OF THE SEVEN SAINTS—MD-88m.—(WarnerScope)—Clint Walker, Leticia Roman—4791 (2-8-61)—Good outdoor action entry
MASK, THE—MD-83m.—(3d-C)—Paul Stevens, Claudette Nevins—5583 (11-8-61)—Novelty with some 3d sequences has angles
006 MIRACLE OF OUR LADY OF FATIMA, THE—D-102m.—Gilbert Roland, Angela Clark—4871 (9-21-61)—Well-made religious film—Reissue
015 PARRISH—D-140m.—(TC)—Troy Donahue, Claudette Colbert—4798 (3-8-61)—Interesting drama, particularly for the gals
011 PORTRAIT OF A MOBSTER—MD-108m.—Vic Morrow, Leslie Parrish—4803 (3-22-61)—Good gangster yarn for action spots
003 SINS OF RACHEL CADE, THE—D-123m.—(TC)—Angie Dickinson, Peter Finch—4798 (3-8-61)—Highly interesting drama with "Congo" background
154 SPLENDOR IN THE GRASS—D-124m.—(TC)—Natalie Wood, Warren Beatty—4866 (9-13-61)—High rating drama on provocative theme
012 STEEL CLAW, THE—MD-96m.—(TC)—George Montgomery, Charita Luna—4820 (5-17-61)—Good programmer
007 SUNDOWNERS, THE—D-133m.—(TC)—Deborah Kerr, Robert Mitchum—4766 (11-9-60)—Highly interesting drama
157 SUSAN SLADE—D-116m.—(TC)—Troy Donahue, Connie Stevens—4876 (10-11-61)—Well-made drama has angles
010 WHITE WARRIOR, THE—MD-86m.—(TC; Dyalis-Scope)—Steve Reeves, Georgia Moll—4791 (2-8-61)—Okay action spectacle for the program—Italian-made; dubbed in English
151 WORLD BY NIGHT—NOV.-103m.—(TC; TR)—Vaudeville—4850 (8-23-61)—Good variety show for the program

COMING

Dec. **ROMAN SPRING OF MRS. STONE, THE**—(C)—Vivien Leigh, Warren Beatty
 Feb. **LAD: A DOG**—(TC)—Peggy McCay, Peter Breck

COMING FEATURES IN ORDER OF RELEASE

BLACK GOLD—Philip Carey, Diane McBain
CHAPMAN REPORT, THE—(TC)—Shelley Winters, Efrém Zimbalist, Jr.
COUCH, THE—Grant Williams, Shirley Knight
GYPSY—(TC)—Natalie Wood, Rosalind Russell
HOUSE OF WOMEN—Shirley Knight, Andrew Duggan
LOVERS MUST LEARN—(TC)—Troy Donahue, Suzanne Pleshette
MAJORITY OF ONE, A—(TC)—Rosalind Russell, Alec Guinness
MERRILL'S MARAUDERS—(TC)—Jeff Chandler, Ty Hardin
MUSIC MAN, THE—(TC)—Robert Preston, Shirley Jones
SAMAR—(TC)—George Montgomery, Ziva Rodann
SINGER NOT THE SONG—(CS; C)—Dirk Bogarde, John Mills, Mylene Demongeot—England

MISCELLANEOUS

AFTER MEIN KAMPF—DOC-74m.—Written and directed by Ralph Porter—4847 (9-61)—Semi-documentary on Hitler and associates has angles and interest—Brenner
ATLAS—MD-84m.—(EC; Vistascope)—Michael Forrest, Barboura Morris—4820 (5-1-61)—Spectacle programmer for action spots—Filmgroup
BUFFALO GUN—W-72m.—Marty Robbins, Mary Ellen Kay—4841 (7-26-61)—Mediocre western entry—Globe
CAREER GIRLS ON A NAKED HOLIDAY—NOV.-65m.—Zelda Suplee—4798 (3-8-61)—Another nudist colony exposition—Brenner

One-Eyed Jacks..... A3 Par.
One Hundred And One Dalmatians..... A1 BV
One Plus One..... A3 Misc.
Operation Bottleneck..... A2 UA
One, Two, Three..... UA
Operation Camel..... A1 A-I
Operation Eichmann..... A3 AA
Ostrich Has Two Eggs, The..... For.
Outsider, The..... U-I

P

Parent Trap, The..... A1 BV
Paris Blues..... B UA
Parrish..... B WB
Passport To China..... A1 Col.
Pepe..... A1 Col.
Phaedra..... UA
Pharaoh's Woman..... B U-I
Picnic—RE..... B Col.
Picnic On The Grass..... For.
Pigeon That Took Rome, The..... Par.
Pirates Of Tortuga..... A1 Fox
Pit And The Pendulum, The..... A2 A-I
Play It Cooler..... Col.
Pleasure Of His Company, The..... A2 Par.
Plunderers, The..... A3 AA
Pocketful Of Miracles..... A2 UA
Police Dog Story..... A1 UA
Portrait Of A Mobster..... B WB
Portrait Of A Sinner..... B A-I
Posse From Hell..... A2 U-I
Primitive Paradise..... Misc.
Private Lives Of Adam And Eve, The..... B U-I
Pure Hell Of St. Trinians..... For.
Purple Hills..... A1 Fox

Q

Queen's Guard, The..... Fox
Queen Of The Pirates..... A1 Col.
Question 7..... For.

R

Racers, The—RE..... B Fox
Raisin In The Sun, A..... A2 Col.
Rawhide Years, The—RE..... A2 U-I
Reprieve..... AA
Return To Peyton Place..... A3 Fox
Revolt Of The Slaves..... B UA
Right Approach, The..... B Fox
Ring Of Fire..... A3 MGM
Risk, The..... A2 For.
Road To Hong Kong, The..... UA
Rocco And His Brothers..... A3 For.
Rocket Attack, U. S. A...... A3 Misc.
Roman Spring Of Mrs. Stone, The..... A3 WB
Romanoff And Juliet..... A1 U-I
Roses For The Prosecutor..... For.
Rue De Paris..... A3 For.

S

St. George And The 7 Curses..... UA
Sail A Crooked Ship..... Col.
Saintly Sinners..... A1 UA
Samar..... B WB
Sanctuary..... B Fox
Sand Castle, The..... A1 Misc.
Satan Never Sleeps..... Fox
Saturday Night And Sunday Morning..... C For.
Scream Of Fear..... A2 Col.
Season Of Passion..... A3 UA
Second Time Around, The..... A1 Fox
Secret File: Hollywood..... Misc.
Secret Of Monte Cristo, The..... A1 MGM
Secrets Of Women..... For.
Secret Of Deep Harbor, The..... A2 UA
Secret Partner, The..... A2 MGM
Secret Ways, The..... A2 U-I
Serengeti Shall Not Die..... A1 AA
Sergeant Was A Lady, The..... A1 U-I
Sergeants 3..... UA
Seven Women From Hell..... A3 Fox
Seventh Commandment, The..... Misc.
Sex Kittens Go To College..... B AA
Shadow Of The Cat..... A2 U-I
Shadows..... Misc.
Shakedown, The..... B U-I
Shangri-La..... Misc.
Silent Call, The..... A1 Fox
Sin Of Rachel Cade, The..... A3 WB
Singer Not The Song, The..... WB
Six Black Horses..... U-I
Snake Woman..... A1 UA
Sniper's Ridge..... A2 Fox
Snow White And The 3 Stooges..... A1 Fox
Solid Gold Cadillac, The—RE..... A2 Col.
Some Like It Cool..... For.
Something Wild..... UA
Spessart Inn, The..... For.
Spiral Road, The..... U-I
Splendor In The Grass..... B WB
Spider's Web, The..... UA
Squad Car..... B Fox
State Fair..... Fox
Steel Claw, The..... A2 WB
Stop Me Before I Kill..... A3 Col.
Stopover Tokyo—RE..... A1 Fox
Summer And Smoke..... A3 Par.
Sundowners, The..... A2 WB
Sun Lovers Holiday..... Misc.
Swiss Family Robinson..... BV

*Susan Slade... A3 WB
 *Sweet Bird Of Youth... MGM
 *Swinging Along... Fox
 Swiss Family Robinson... A1 Misc.
 Sword Of Sherwood Forest... A1 Col.
 *Swordsman Of Sienna... MGM

T

Tammy Tells Me True... A1 U-I
 *Taras Bulba... UA
 *Tartars, The... MGM
 Teacher And The Miracle, The... A1 For.
 Teen-Age Millionaire, The... A1 UA
 *Tender Is The Night... Fox
 Terror Of The Tongues... B Col.
 Tess Of The Storm Country... A2 Fox
 *That Uncertain Feeling... Col.
 *These Are The Damned... Col.
 They Were Ten... For.
 Thief Of Baghdad, The... A1 MGM
 *13 West Street... Col.
 Three Blondes In His Life... Misc.
 Three On A Spree... A3 UA
 *3 Stooges Meet Hercules, The... Col.
 Three Worlds Of Gulliver... A1 Col.
 Thunder Of Drums, A... A3 MGM
 *Time Bomb... A2 AA
 Tomboy And The Champ... A1 U-I
 To Hell And Back... A2 U-I
 *Too Hot To Handle... AA
 *Too Late Blues... B Par.
 Tormented, The... A2 AA
 *Touch Of Mink... U-I
 Town Without Pity... A3 UA
 Trapp Family, The... A1 Fox
 Trouble In The Sky... A1 U-I
 Trunk, The... A2 Col.
 Truth, The... C For.
 Tunes Of Glory... A3 For.
 Twenty Plus Two... A2 AA
 *20,000 Eyes... B Fox
 Twinkle And Shine (It Happened
 To Jane)—RE... A1 Col.
 *Two Little Bears... A1 Fox
 Two Loves... B MGM
 Two Rode Together... A2 Col.
 Two Way Stretch... A2 For.
 *Two Weeks In Another Town... MGM
 Two Women... A3 For.

U

*Ugly American, The... U-I
 *Underwater City, The... Col.
 Underworld, U. S. A... B Col.
 Unfaithfuls, The... A3 AA
 Upstairs And Downstairs... A3 Fox

V

*Valiant, The... UA
 Valley Of The Dragons... A1 Col.
 *Very Private Affair, A... MGM
 Violent Summer, The... For.
 Virgin Spring, The... A3 For.
 *Virgins Of Rome, The... UA
 Voyage To The Bottom Of The
 Sea... A1 Fox

W

Wackiest Shlp In The Army, The... A1 Col.
 *Walk On The Wild Side... Col.
 *War Hunt... UA
 *War Lover, The... Col.
 Warrior Empress, The... B Col.
 *Warriors Three... A-1
 *Watch It, Sailor... Col.
 Watch Your Stern... A1 For.
 West Side Story... A3 UA
 *Weekend With Lulu... A2 Col.
 When The Clock Strikes... A1 UA
 Where The Boys Are... B MGM
 White Christmas—RE... A1 Par.
 White Warrior, The... A2 WB
 *Who's Got The Action... Par.
 Wild In The Country... B Fox
 Wings Of Chance... A1 U-I
 Wizard Of Baghdad, The... A1 Fox
 *Woman Hunt... Fox
 *Wonderful World Of The Brothers
 Grimm, The... MGM
 Wonders Of Aladdin, The... B MGM
 World By Night... B WB
 World Of Suzie Wong, The... B Par.

X

*X15, The... UA

Y

You Have To Run Fast... A1 UA
 Young Doctors, The... A2 UA
 Young Love... For.
 Young One, The... A3 Misc.
 Young Savages, The... A2 UA

CODE OF SILENCE—MD-75m.—Terry Becker, Ellsa Lotl—4775 (12-7-60)—Lower half meller—Sterling World Dist.
 COLD WIND IN AUGUST, A—D-80m.—Lola Albright, Scott Marlowe—4782 (1-11-61)—Sizzler for adults only—Aldart
 CREATURE FROM THE HAUNTED SEA—CMD-60m.—Anthony Carbone, Betsy Jones-Moreland—4883 (11-8-61)—Program
 filler does not jell—Film Group
 CROWNING EXPERIENCE, THE—D-102m.—(TC)—Muriel Smith, Louis Byles—4775 (12-7-60)—Has angles and appeal—Moral
 Re-Arument
 DEAD ONE, THE—MD-70m.—(Ultrascope; EC)—Linda Ormond, John Mackay—4795 (2-22-61)—Mild horror entry for duallers—
 Mardi Gras
 DEADLY COMPANIONS, THE—D-90m.—(Panavision; C)—Maureen O'Hara, Brian Keith, Steve Cochran—4831 (6-14-61)—
 Engrossing western hits the mark—Pathe-America
 DEVIL'S PARTNER, THE—MD-70m.—Edwin Nelson, Jean Allison—4883 (11-8-61)—Dualler deals with the super-natural—Film
 Group
 ESCAPE FROM TERROR—MD-70m.—(EC)—Jackie Coogan, Mona Knox—4822 (5-17-61)—Strictly for the duallers—Made in
 Denmark—Budd Rogers
 GIRL IN ROOM 13—MD-79m.—(EC)—Brian Donlevy, Andrea Bayard—4803 (3-22-61)—Okay meller for duallers—Made In Brazil
 —Astor
 HIDEOUS SUN DEMON, THE—MD-74m.—Robert Clarke, Patricia Manning—4798 (3-8-61)—Science fiction horror for lower half
 —Pacific Int.
 LAST WOMAN ON EARTH, THE—MD-71m.—(VistaScope; EC)—Anthony Carbone, Betsy Jones-Moreland—4795 (2-22-61)—
 mediocre science fiction for duallers—Filmgroup
 LITTLE SHOP OF HORRORS, THE—MD-70m.—Jonathan Haze, Jackie Joseph—4795 (2-22-61)—Exploitable, but overdone
 horror satire—Filmgroup
 MA BARKER'S KILLER BROOD—MD-81m.—Lurene Tuttle—4772 (11-23-60)—Exploitable gangster meller—Filmserve Dist.
 MONSTER OF PIEDRAS BLANCAS, THE—MD-72m.—John Harmon, Jeanne Carmen—4782 (1-11-61)—Horror programmer—
 Filmserve Dist. Corp.
 MORALS SQUAD—MD-60m.—Bob O'Connell, Beverly Bennett—4775 (12-7-60)—Exploitable vice meller—Brenner
 NOT TONITE, HENRY—C-65m.—(C)—Hank Henry—Fast buck peep show—4871 (9-27-61)—Essanbe
 OKEFENOKEE—MD-76m.—Peter Coe, Peggy Maley—4782 (1-11-61)—Novel locale helps program meller—Filmserve Dist. Corp.
 ONE PLUS ONE: EXPLORING THE KINSEY REPORTS—D-115m.—Leo G. Carroll, Hilda Brawner, William Hollister—48672
 (9-13-61)—Drama has angles—Selected
 PRIMITIVE PARADISE—DOC-66m.—(C)—Produced and directed by Lewis Cotlow—4842 (7-26-61)—Colorful documentary—
 New Guinea for the program—Excelsior
 ROCKET ATTACK U. S. A.—MD-68m.—Monica Davis, John McKay—4795 (2-22-61)—Lower half filler—Exploit Films
 SAND CASTLE, THE—D-70m.—(Partly color)—Barry Cardwell, Laurie Cardwell—4867 (9-13-61)—Pleasant entry for program and
 ar spots—deRochemont
 SECRET FILE: HOLLYWOOD—MD-84m.—Robert Clarke, Francine York—4883 (11-8-61)—Fair blackmail meller for duallers—
 Crown-Int.
 SEVENTH COMMANDMENT, THE—82m.—Jonathan Kidd, Lyn Statten—Sordid blackmail meller for duallers—Crown Int.
 SHADOWS—D-87m.—Lelia Goldoni, Ben Carruthers—4806 (4-5-61)—Off-beat entry for art, specialty houses—Lion International
 SHANGRI-LA—NOV-62m.—(C)—Ordinary nudist stuff for exploitation spots—4847 (8-9-61)—Brenner
 SUN LOVERS HOLIDAY—65m.—(CS; EC)—Siomara and Mario Benvenuti—4776 (12-7-60)—Another nudist colony novelty—
 Made in Brazil—English commentary—Astor
 THREE BLONDES IN HIS LIFE—MD-84m.—Jack Mahoney, Greta Thyssen—4803 (3-22-61)—Strictly for the duallers—Cinema
 Associates
 YOUNG ONE, THE—D-96m.—Zachary Scott, Bernie Hamilton, Key Meersman—4792 (2-8-61)—Interesting drama on sex and the
 south for adult audiences—Valiant

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ENGLISH

ANGRY SILENCE, THE—D-95m.—Richard Attenborough, Pier Angeli—4782 (1-11-61)—Well-made import on union activity—
 Valiant
 ANATOMIST, THE—D-73m.—Alastair Sim, George Cole—4876 (10-11-61)—Fair entry for art spots—Richard Gordon Associates
 CALL ME GENIUS—C-105m.—(TC)—Tony Hancock, George Sanders—4878 (10-25-61)—Cute comedy—Continental
 DOUBLE BUNK—C-92m.—Ian Carmichael, Janette Scott—4851 (8-23-61)—Extremely funny situation comedy—Show Corp. of
 America
 FAST SET, THE—C-84m.—Agnes Laurent, Philippe Nicaud—4810 (4-19-61)—Strictly for the exploitation spots in censor-free areas
 —Dubbed in English—Audubon
 FOLLOW A STAR—C-98m.—Norman Wisdom, June Laverick—4822 (5-17-61)—Slapstick comedy has its moments—Zenith-Int.
 FRENCH MISTRESS, A—C-98m.—Cecil Parker, Agnes Laurent—4782 (1-11-61)—Amusing import—Films Around The World
 LEAGUE OF GENTLEMEN—D-114m.—Jack Hawkins, Nigel Patrick—4799 (3-8-61)—Highly entertaining entry—Kingsley Int.
 LEFT, RIGHT AND CENTER—C-95m.—Alastair Sim, Ian Carmichael, Patricia Bredin—4767 (11-9-60)—Good English satirical
 comedy for art, specialty spots—BCG
 LONG, AND THE SHORT, AND THE TALL, THE—D-102m.—Richard Todd, Laurence Harvey, Richard Harris—4851 (8-23-61)
 —Okay English-Jap war meller—Continental
 MAKE MINE MINK—C-99m.—Terry Thomas, Athene Seyler—4783 (1-11-61)—Mirth-making import—Continental
 MARK, THE—D-127m.—(CS)—Maria Schell, Stuart Whitman—4879 (10-25-61)—Fine, off-beat drama—Continental
 MAN IN THE MOON—C-98m.—Kenneth More, Shirley Ann Field—4839 (7-12-61)—Cute English comedy—Trans-Lux
 PURE HELL OF ST. TRINIANS, THE—C-94m.—Cecil Parker, Joyce Grenfell—4879 (10-25-61)—Frolic for fans of English farce—
 Continental
 RISK, THE—D-81m.—Tony Britton, Virginia Maskell—4879 (10-25-61)—Okay entry for art spots—Kingsley-Int.
 SATURDAY NIGHT AND SUNDAY MORNING—D-90m.—Albert Finney, Rachel Roberts—4807 (4-5-61)—Highly interesting
 import—Continental
 SOME LIKE IT HOT—NOV-60m.—(C)—Thalia Vickers—4880 (10-25-61)—Average nudist colony subject—Janus
 TUNES OF GLORY—106m.—(TC)—Alec Guinness, John Mills, Susannah York—4783 (1-11-61)—High rating drama for discrimi-
 nating audiences—Lopert
 TWO WAY STRETCH—C-87m.—Peter Sellers, Irene Handl—4796 (2-22-61)—Cute, amusing comedy—Show Corporation of America
 WATCH YOUR STERN—C-88m.—Kenneth Connor, Joan Sims—4807 (4-5-61)—Cute comedy import—Magna Pictures

FILIPINO

CRY FREEDOM—MD-93m.—Pancho Magalona, Rosa Rosal—4815 (5-3-61)—Okay for program dualler, or specialized situations—
 Parallel

FINNISH

YOUNG LOVE—D-81m.—Peter Weckstrom, Tea Ista—4784 (1-11-61)—Interesting import for art spots—Dubbed in English—Ex-
 clusive Int. Films

FRENCH

BELLES AND BALLET—Ballet-92m.—(EC)—Ballet De L'Etoile of Paris—4778 (12-21-60)—Ballet entry for art spots—Excelsior—
 titles—Films Around The World
 BREATHLESS—D-89m.—Jean Seberg, Jean-Paul Belmono—4795 (2-22-61)—"New Wave" import is for adults in art spots—English
 titles—Films Around The World
 CHEATERS, THE—D-117m.—Pascale Petit, Andrea Parisy, Jacques ChARRIER—4842 (7-26-61)—Interesting tale of French teen-
 agers—English titles—Continental
 COME DANCE WITH ME—MD-91m.—(EC)—Brigitte Bardot, Henri Vidal—4772 (11-23-60)—Cute BB entry for adults, art and
 specialty spots—English Titles—Kingsley-Int.
 COW AND I, THE—C-98m.—Fernandel, Rene Havard—4839 (7-12-61)—Good humorous import—English titles—Zenith-Int.
 DEVIL'S COMMANDMENT, THE—MD-73m.—Gianna Maria Canale, Carlo D'Angelo—4778 (12-21-60)—Horror meller passes
 time—Dubbed in English—RCIP
 DOG, A MOUSE AND A SPUTNICK, A—C-85m.—Noel Noel, Denise Grey—4766 (11-9-60)—Fairly amusing comedy—Dubbed
 in English—Films Around The World
 FRANTIC—D-90m.—Jeanne Moreau, Maurice Ronet—4839 (7-12-61)—Interesting psychological import—English titles—Times
 GOOD GIRLS BEWARE—MD-76m.—Antonella Lualdi, Robert Hossein—4767 (11-9-60)—Sexy French gangster meller—Dubbed
 in English—Fanfare
 GREEN MARE, THE—CD-93m.—(CS; EC)—Bourvil, Sandra Milo—4884 (11-9-61)—Odd-beat import should cause stir in art and
 specialty houses—Titles—Zenith Int.
 JOKER, THE—C-86m.—Anouk Aimee, Jean-Pierre Cassel—4847 (8-9-61)—Fairly amusing bedroom farce for art spots—English
 titles—Lopert
 LEDA—D-101m.—(EC)—Madeline Robinson, Antonella Lualdi, Jacques Dacqmine—4851 (8-23-61)—Fair import—English titles—
 Times
 LOVE AND THE FRENCHWOMAN—COMP.-139m.—Martine Lambert, Annie Sinigalia, Martine Carol—4803 (3-22-61)—Enter-
 taining import for art spots—Titles and narration—Kingsley-Int.
 LOVE GAME, THE—D-88m.—Jean Pierre Cassel, Genevieve Cluny—4767 (11-9-60)—Okay entry for art spots—English titles—
 Films Around The World
 MODIGLIANI OF MONTPARNASSE—D-110m.—Gerard Philippe, Lilli Palmer—4806 (4-5-61)—Okay art house entry—English
 titles—Continental
 NIGHT AFFAIR—MD-92m.—Jean Gabin, Danielle Darrieux—4879 (10-25-61)—Okay mystery for art spots—English titles—President
 OSTRICH HAS TWO EGGS, THE—C-89m.—Pierre Fresnay, Simone Renant—4767 (11-9-60)—Cute comedy for adults at art
 specialty spots—English titles—Janus
 PICNIC ON THE GRASS—C-91m.—(EC)—Paul Meurise, Catherine Rouvel—4783 (1-11-61)—Amusing import for art spots—
 Titles—Kingsley-Union
 RUE DE PARIS—D-90m.—Jean Gabin, Marie-Jose Nat—4792 (2-8-61)—Good entry for art, specialty spots—English titles—Lopert
 TRUTH, THE—D-127m.—Brigitte Bardot, Marie-Jose Nat, Sami Frey—4842 (7-26-61)—Lengthy Bardot import—English titles or
 dialogue—Kingsley-Int.

GERMAN

CONFESS, DR. CORDA—D-101m.—Hardy Kruger, Elizabeth Mueller—4766 (11-9-60)—Well-made, suspenseful import—English
 titles—President
 HIPPODROME—MD-96m.—(C)—Gerhard Riedmann, Margit Nunko—4803 (3-22-61)—Good circus meller—Dubbed in English—
 Continental

QUESTION 7—D-107m.—Michael Gwynn, Margarete Jahnen, Christian de Bresson—4876 (10-11-61)—Highly interesting entry—Spoken in English—de Rochemont
ROSES FOR THE PROSECUTOR—CD-92m.—Walter Giller, Ingrid van Bergen—4879 (10-25-61)—Entertaining, satiric import—English titles—American Metropolitan Ent.

RUSSIAN-ENGLISH

FATE OF A MAN—D-101m.—Sergei Bondarchuk—4851 (8-23-61)—Well-made war film for art houses—Russian-made; English titles; Lopert
IT HAPPENED IN BROAD DAYLIGHT—D-97m.—Henix Ruhmann, Gert Frobe—4767 (11-9-60)—Absorbing crime yarn—Dubbed in English—Continental
SPESSART INN, THE—C-99m.—(C)—Liselotte Pulver, Carlos Thompson—4807 (4-5-61)—Entertaining import—Titles—Casino
MAGDALENA—MD-82m.—Sabina Sesselman—4776 (12-7-60)—Fair, sex-ridden case history of a girl gone wrong—Dubbed in English—Buhawk

IRELAND

HOME IS THE HERO—D-83m.—Arthur Kennedy, Eileen Crowe—4799 (3-8-61)—Interesting Irish drama—Show Corporation

ISRAELI

THEY WERE TEN—D-105m.—Ninette, Oded Teomi—4810 (4-19-61)—Interesting Israeli import—English titles—Schwartz-Sachson

ITALIAN

ADVENTURE, THE—D-145m.—Monica Vitti, Gabriele Ferzetti—4806 (4-5-61)—Interesting import for art spots—English titles—Janus
ANNA'S SIN—D-86m.—Ann Vita, Ben E. Johnson—4806 (4-5-61)—Fair tale of miscegnation and mystery—Dubbed in English—Atlantis
BIG DEAL ON MADONNA STREET, THE—C-91m.—Vittorio Gassman, Rossana Rory, Toto—4778 (12-21-60)—Highly entertaining comedy import—English titles—UMPO
GENERAL DELLA ROVERE—D-139m.—Vittorio de Sica, Hannas Messemer—4783 (1-11-61)—Well-made import of war-time intrigue—Titles—Continental
FROM A ROMAN BALCONY—D-84m.—Jean Sorel, Valerie Ciangottini—4878 (10-25-61)—Sexy entry for art spots—English titles—Continental
GIRL WITH A SUITCASE—D-101m.—Claudia Cardinale, Corrado Pani—4871 (9-27-61)—Good import—English titles—Ellis
LA DOLCE VITA—D-175m.—Marcello Mastroianni, Anouk Aimee, Anita Ekberg—4815 (5-3-61)—Unpleasant but fascinating film depicting dissolute life of modern Roman upper crust—English titles—Astor
MAN WHO WAGGED HIS TAIL, THE—C-91m.—Peter Ustinov, Pablito Calvo—4871 (9-27-61)—Cute entry for art spots—English titles—Continental
MIGHTY CRUSADERS, THE—SPEC-87m.—(SC; C)—Francisco Rabal, Sylva Koscina—4799 (3-8-61)—Yet another Italian-made spectacle—Dubbed in English—Falcon
NEAPOLITAN CAROUSEL—MU-116m.—(PatheColor)—Paolo Stoppa, Clelia Matania—4842 (7-26-61)—Colorful, entertaining musical for art, specialty spots—English titles—Lux
ROCCO AND HIS BROTHERS—D-175m.—Alain Delon, Katina Paxinou, Claudia Cardinale—4839 (7-12-61)—Adult art house audiences will best appreciate fine import—English titles—Astor
TEACHER AND THE MIRACLE, THE—88m.—Aldo Fabrizi, Eduardo Nevola—4807 (4-5-61)—Heart-touching import—Dubbed in English—President
TWO WOMEN—D-105m.—Sophia Loren, Jean Paul Belmondo—4822 (5-17-61)—Interesting import for art, specialty spots—English titles—Embassy
VIOLENT SUMMER—D-97m.—Eleanora Rossi-Drago, Jean Louis Trintignant—4822 (5-17-61)—Interesting import—English titles—Films Around The World

MEXICAN

LITTLE ANGEL—D-90m.—(EC)—Maria Gracia—4783 (1-11-61)—Good entry for children, family and program—Dubbed in English—K. Gordon Murray

SWEDISH

DEVIL'S EYE, THE—FAN-90m.—Jarl Kulle, Bibi Andersson—4878 (10-25-61)—Import should satisfy Ingmar Bergman fans—English titles—Janus
SECRETS OF WOMEN—CD-114m.—Anita Bjork, Maj-Britt Nilsson, Eva Dahlbeck—4847 (8-9-61)—Entertaining and sexy Ingmar Bergman import—English titles—Janus
VIRGIN SPRING, THE—D-88m.—Max von Sydow, Brigitta Valberg—4776 (12-7-60)—Well-made, interesting but unpleasant import—English titles—Janus

U.S.S.R.

BALLAD OF A SOLDIER—MD-92m.—Vladimir Ivashev, Zhanna Prokhorenko—4795 (2-22-61)—Excellent in any language—English titles—Union

YUGOSLAVIAN

NINTH CIRCLE, THE—D-90m.—Dusica Zegarac—4867 (9-13-61)—Well made drama for art house trade—English titles—Inter-progress Trading Co.

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**FEATURE FILMS
PRODUCTION NUMBERS and
NATIONAL RELEASE DATES
1960-'61 and 1961-'62
SEASONS**

(This is a listing of all production numbers and release dates, as made available by the companies on 1960-61 and 1961-62, product, accurate to time of publication—Ed.)

Allied Artists

6101	Look In Any Window	Jan.
6102	Dondi	Mar.
6103	Operation Eichmann	Mar.
6104	Time Bomb	April
6105	Angel Baby	May
6106	David And Goliath	June
6107	King Of The Roaring 20's	June
6108	Brainwashed	July
6109	Armored Command	July
6110	Twenty Plus Two	Aug.
	Too Hot To Handle	Oct.
	George Raft Story	Dec.
6016	Herod The Great	Dec.

American-International

601	The Hand	Mar.
602	Black Sunday	Feb.
603	Konga	Mar.
604	House Of Fright	May
605	Operation Camel	May
606	Beware Of Children	April
607	Master Of The World	June
608	Alakazam The Great	July
609	Pit And The Pendulum	Aug.
610	Guns Of The Black Witch	Nov.
611	Lost Battalion	Nov.
	Journey To The Seventh Planet	Dec.

Columbia

517	The 3 Worlds Of Gulliver	Dec.
518	Please Turn Over	Dec.
519	Jazz Boat	Dec.
520	Pepe	Mar.
521	The Wackiest Ship In The Army	Jan.
522	Sword Of Sherwood Forest	Jan.
523	Hand In Hand	Feb.
524	The Warrior Empress	May
525	Underworld U. S. A.	May
527	Passport To China	Feb.
528	Carthage In Flames	Mar.
529	Cry For Happiness	Mar.
530	The Terror Of The Tonga	Mar.
531	Born Yesterday—RE	Mar.
532	The Solid Gold Cadillac—RE	Mar.
533	A Raisin In The Sun	April
534	Mad Dog Coll	May
535	Stop Me Before I Kill	May
536	Picnic—RE	April
537	Twinkle And Shine—RE	Mar.
538	Mein Kampf	May
539	Five Golden Hours	June
540	Homicidal	June
541	Most Dangerous Man Alive, The	June
601	Gidget Goes Hawaiian	June
602	Two Rode Together	July
	Mysterious Island	Dec.
603	The Guns Of Navarone	July
606	The Trunk	Sept.
607	Devil At Four O'Clock	Oct.
608	Loss Of Innocence, The	Oct.
609	Weekend With Lulu	Oct.
	Queen Of The Pirates	Oct.
610	Everything's Ducky	Nov.
611	Mr. Sardonicus	Nov.
612	Valley Of The Dragons	Nov.
	Sail A Crooked Ship	Nov.
	Hellions	Nov.
	Belle Sommers	Dec.
	Mysterious Island	Dec.
615	Scream Of Fear	Sept.

MGM

105	Gorge	Jan.
107	Magic Boy	Dec.
108	Climarron	Dec.
109	The Village Of The Damned	Jan.
110	Where The Boys Are	Dec.
111	Go Naked In The World	Feb.
113	Atlantis, The Lost Continent	May
114	Gone With The Wind—RE	Mar.
115	The Secret Partner	Mar.
116	The Green Helmet	April
117	Two Loves	May
119	Ring Of Fire	June
120	Morgan The Pirate	July
121	The Secret Of Monte Cristo	June
122	Honeymoon Machine	July
123	The Thief Of Baghdad	Aug.
124	Ada	Aug.
201	Thunder Of Drums	Sept.
202	Bridge To The Sun	Aug.
203	Invasion Quartette	Oct.
	King Of Kings (Road Show)	Oct.
204	Colossus Of Rhodes	Nov.
205	Bachelor In Paradise	Dec.
	The Wonders Of Alladin	Dec.
	The Four Horsemen Of The Apocalypse	Jan.
	The Light On The Piazza	Feb.
	Ben Hur	Feb.

PARAMOUNT

6004	The Savage Innocents	Feb.
6007	Cinder Fella	Dec.
6008	The World Of Suzie Wong	Feb.
6009	Blueprint For Robbery	Jan.
6010	All In A Night's Work	April
R6011	Elephant Walk—RE	Jan.
R6012	The Naked Jungle—RE	Jan.
6013	Foxhole In Cairo	April
6014	One-Eyed Jacks	May
6015	Ladies' Man	June
6016	On The Double	July
6017	Pleasure Of His Company	Aug.
6018	Love In A Goldfish Bowl	Aug.
6101	Blood And Roses	Sept.
6102	Man Trap	Sept.
6103	Breakfast At Tiffany's	Oct.
R6104	White Christmas	Oct.
6105	Blue Hawaii	Nov.
6106	The Errand Boy	Dec.
6107	Summer And Smoke	Dec.

20th-Fox

037	Legions Of The Nile	Dec.
050	Tess Of The Storm Country	Feb.
054	The Wizard Of Baghdad	Dec.
056	Flaming Star	Jan.
101	Marriage-Go-Round	Jan.
102	The Little Shepherd Of Kingdom Come	Jan.
104	The Millionaire	Mar.
105	The Canadians	Feb.
106R	House Of Bamboo—RE	Dec.
107R	Stopover Tokyo—RE	Mar.
108R	The Enemy Below—RE	Dec.
109R	Between Heaven And Hell—RE	Dec.
110	Ferry To Hong Kong	Feb.
111	Circle Of Deception	Mar.
112	All Hands On Deck	Mar.
113	The Long Rope	Feb.
114	Days Of Thrills And Laughter	Mar.
115	Sanctuary	Mar.
116	Sniper's Ridge	Feb.
117	The Trapp Family	Mar.
119	The Silent Call	May
120	The Fiercest Heart	April
122R	The Frogman—RE	May
123	The Big Show	May
124	20,000 Eyes	May
125	Upstairs And Downstairs	Sept.
126	Return Peyton Place	May
127	The Right Approach	May
128	Battle At Bloody Beach	June
129	Wild In The Country	June
130	Snow White And The 3 Stooges	July
131	Misty	July
132	Francis Of Assisi	Sept.
133	Voyage To The Bottom Of The Sea	June
134	The Big Gamble	Oct.
135	Pirates Of Tortuga	Oct.
136	The Hustler	Oct.
137	Marines, Let's Go	Aug.
139	September Storm	Sept.
140	Seven Women From Hell	Oct.
	Swinging Along	Nov.
141	The Comancheros	Nov.
142	Purple Hills	Nov.
143	Two Little Bears	Nov.
144	Second Time Around	Dec.
	Bachelor Flat	Jan.
	Madison Avenue	Jan.

United Artists

6018	Cage Of Evil	July
6019	By Love Possessed	July
6029	Police Dog Story	Dec.
6101	Exodus	Dec.
6102	Five Guns To Tombstone	Jan.
6104	The Facts Of Life	Jan.
6105	The Misfits	Feb.
6106	Operation Bottleneck	Feb.
6107	Hoodlum Priest	Mar.
6108	A Matter Of Morals	Mar.
6108	Frontier Uprising	Mar.
6109	The Gambler Wore A Gun	Mar.
6111	Dr. Blood's Coffin	May
6112	Snake Woman	May
6113	Gun Fight	May
6114	The Young Savages	May
6115	The Minotaur	April
6116	When The Clock Strikes	June
6117	Revolt Of The Slaves	May
6118	Last Time I Saw Archie	June
6120	Naked Edge	July
6121	The Cat Burglar	July
6122	You Have To Run Fast	Aug.
6125	Goodbye Again	Aug.
6126	Teen-Age Millionaire	Oct.
6127	Boy Who Caught A Crook	Aug.
6128	The Young Doctors	Sept.
6131	Paris Blues	Oct.
6130	Secret Of Deep Harbor	Oct.
6132	The Great War	Oct.
6133	Season Of Passion	Oct.
6134	Explosive Generation	Oct.
6135	Town Without Pity	Oct.
	Dead To The World	Nov.
	X-15	Nov.
	West Side Story (Road Show)	Oct.
	One, Two, Three	Dec.

Universal

6102	Private Lives Of Adam And Eve	Jan.
6103	The Grass Is Greener	Jan.
6104	The Great Imposter	Feb.
6105	The Shakedown	Feb.
6106	Romanoff And Juliet	Mar.
6107R	To Hell And Back—RE	Mar.
6108R	The Lawless Breed—RE	Mar.
6109	The Secret Ways	April
6110	Tomboy And The Champ	April
6111	Wings Of Chance	April
6113	Pharaoh's Woman	May
6114	Ole Rex	May
	Posse From Hell	May
6115	Curse Of The Werewolf	June
6116	Shadow Of The Cat	June
6117	The Last Sunset	July
6118	Trouble In The Sky	July
6119	Tammy Tell Me True	July
6120	Blast Of Silence	Aug.
1612	Come September	Sept.
	The Sergeant Was A Lady	Nov.
	Back Street	Nov.
	Flower Drum Song	Dec.

Warners

003	The Sins Of Rachel Cade	April
006R	Miracle Of Our Lady Of Fatima, The—RE	Dec.
007	The Sundowners	Dec.
008	Fever In The Blood	Jan.
009	Gold Of The Seven Saints	Feb.
010	The White Warrior	Mar.
011	Portrait Of A Mobster	April
012	Steel Claw, The	May
013	Fabulous World Of Jules Verne	June
014	Bimbo The Great	June
015	Parrish	July
016	Fanny	July
151	World By Night	Sept.
154	Splendor In The Grass	Oct.
155	Claudelle English	Sept.
156	The Mask	Nov.
157	Susan Slade	Nov.
158	Lad: A Dog	Dec.
159	Roman Spring Of Mrs. Stone	Jan.

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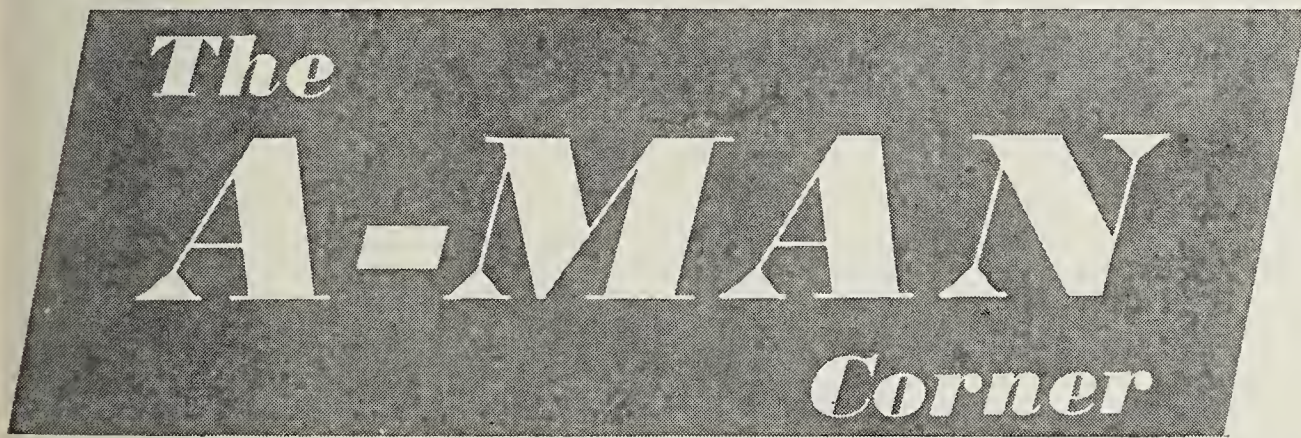
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Founded in 1933 by
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NOVEMBER 22, 1961

Volume 66

Number 24

IN THREE SECTIONS • THIS IS SECTION ONE



Self Regulation Plan For Des Moines

(See Page 8)

Guild Asks Meeting On Runaway Problem

(See Page 10)

Arthur Krim, United Artists president, was voted Industry Man of the Year by members of Allied States Association and will be honored at the organization's annual convention at the Eden Roc Hotel, Miami Beach, Fla., on Dec. 4 to 8.

AN EXHIBITOR'S CALL TO ACTION . . . see editorial—page 3

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Volume 66 • No. 24

NOVEMBER 22, 1961



AN EXHIBITOR'S CALL TO ACTION

MOTION PICTURE EXHIBITOR has published through the years more letters from exhibitors than any other trade paper in the field. In recent months, space limitations have cut this total somewhat, but this has not cut the flow of such correspondence into this office.

We never solicit such mail, so every letter from a theatreman with something on his mind is an honest attempt to air his views through a publication that he trusts.

From time to time, we receive a letter that deserves more prominence than the general run of correspondence. The following is such a letter. It is from James E. Kennedy, who operates the Rex Theatre in Evansville, Wisc. Mr. Kennedy has something to say, and we are proud that he has chosen MOTION PICTURE EXHIBITOR as the medium for his message.

The letter follows in full:

"I read your excellent magazine from cover to cover each and every week, and I benefit a great deal from what I find in its pages. I read each week the letters that you print from other exhibitors concerning the many problems that face the theatres, large and small, throughout this country. With some of these opinions I agree, and with others I do not, but I try to analyze each point of view that is expressed. I am happy to see that freedom of speech and expression is not entirely choked out in your magazine as has been done in other popular publications in this country.

"However, this is not an altogether pleasant letter, for I too have a comment to make regarding these points of view.

"It appears that all of the exhibitors who subscribe to your magazine read it. It also seems clear that those distributors who also subscribe to your magazine ignore it. I am speaking now in relationship to the many letters exhibitors have had published about the problems concerning unfair picture percentages, orderly release, road-show policies, high rentals, etc.

"MOTION PICTURE EXHIBITOR has done its part in publishing these complaints, which have ranged from the very angry to the complacent. I feel that it is now time for the exhibitors who have registered their complaints to do something about them. Publishing complaints in a magazine does nothing toward the alleviation of the problem. Talking about a cold or a disease does nothing for that health problem. Action must be taken to overcome it. For the health of our industry, it is time for ACTION. It is, to use a popular phrase of our day, time 'to put up or shut up'.

"May I go on record as saying that I for one am willing to risk all that I have, the business itself, to do something about bringing about a state of sanity to the industry. I too am a small exhibitor, with a small theatre, in a small town, but it is the power of all we wee-ones who make up the bulk of the motion picture industry in this country of ours. I can not make a dent in a big corporation if I work alone, but with the help of other 'dedicated showmen' in America, I can help restore this great industry to normalcy.

"The solution is a simple one, but a hard one. If the percentages are too high from some given company, don't play it. If the flat rentals from certain companies are consistently too high, cease to deal with them. This solution is about the only one which the producers and distributors will understand. It will be expensive for the exhibitor for a period of time from the standpoint of lost patrons. But it CAN bring results.

"The people of your town and mine are with you, if you will just give them the facts. The newspapers of your locality are more than willing to print these facts. The public will go along with you, and help you, if you will just give them the facts. I have surveyed my own town and the whole surrounding territory and know this to be a fact.

"I should close by saying, 'It is up to you.' But this is not the truth. IT IS UP TO US.

"Permission is hereby granted to MOTION PICTURE EXHIBITOR for the printing and release of all or part of the above letter."

Mr. Kennedy poses several provocative questions and proves there are men in exhibition willing to battle for what they believe to be right. We have not changed a word.

MOTION PICTURE EXHIBITOR is not a policeman. We can't attempt to solve this industry's problems. That is not our job, nor do we feel qualified to tackle it. We can and do make every effort to cast the light of publicity on what is right and what is wrong in this great industry. If men of good will take up the struggle from there, no problem is insoluble, and men of good will exist in every phase of the motion picture industry.

A great philosopher, Immanuel Kant, made the point in a treatise dealing with how to achieve "Perpetual Peace," that no pact or agreement was a good one if it could not stand the light of public knowledge. If it failed when exposed to publicity, then there was something radically wrong with it.

That same philosophy can be applied to our industry. To rid ourselves of costly intra-industry wars that can only kill off more and more theatres, large and small, is an absolute necessity. We can only do so if we deal with one another in good faith. Secret contractual agreements, favoritism to certain customers, and gouging sales policies are the booby-traps that in the end will blow the entire industry to smithereens.

Mr. Kennedy does not claim to have all the answers. Neither do we. His courage in putting himself and his principles on the record can't be questioned, however, and his call to action should not be ignored.

Distribution, too, is administered for the most part by intelligent men who are not deaf to the problems of their customers. We can point to case after case where exhibitor complaints were dealt with fairly and promptly. In one instance, an exhibitor who proved he had been injured received \$4,000 from an honorable distributor who agreed his complaint was just.

Thank you, Mr. Kennedy, for sounding off. We hope you start an epidemic.



FILM FAMILY ALBUM

Arrivals

Mr. and Mrs. Jim James announce the arrival of their sixth girl, **Angeline**, born on Oct. 31. In addition to being a busy St. Louis exhibitor, the father is the secretary of MITO.

Obituaries

Funeral services were held for **Lyons Joel**, of Atlanta, Ga., brother of **Ben Joel**, chief film booker for Loew's Theatres, New York City.

Rudy Rivero, U.S. Army, formerly employed in the mailroom of 20th-Fox in New York, died following an automobile accident while returning to his post at Camp West Point.

Loew's Execs Map Future

NEW YORK—Preston Robert Tisch, chairman of the executive committee of Loew's Theatres, Inc., has inaugurated a series of breakfast meetings designed to coordinate the thinking and advance planning of the film booking, operations, and advertising-promotion activities of the company. In attendance at the first meeting were John F. Murphy, executive vice-president in charge of film buying and booking; Charles E. Kurtzman, general manager; and Ernie Emerling, ad-publicity head.

Industry Council Considered

HOLLYWOOD—The first steps toward formation of an organization designed to carry on the work formerly conducted by the no-longer operative Motion Picture Industry Council, and to expand it to include cooperation with the government along the lines touched upon by USIA's Edward R. Murrow were taken by MPAA president Eric Johnston and AMPP board chairman Y. Frank Freeman in an informal meeting with Screen Producers Guild president Walter Mirisch and talent guild executives.

The meeting was termed exploratory, and was also attended by Fred Zinneman, SPG; Joseph Youngerman, DGA; Michael Franklin, WGA; John L. Dales and Chester Midgen, SAG; and George Flaherty, IATSE.

Murrow recently criticized the film industry for creating an unfavorable impression of the United States in foreign countries.

MGM Profit Soars

NEW YORK—Joseph R. Vogel, president of Metro-Goldwyn-Mayer Inc., reported that the company had established a 15-year record high in the fiscal year ended Aug. 31, earning a net profit of \$12,677,000 or \$5.02 per share. This is more than a 30 percent increase over the \$9,595,000 or \$3.83 per share earned during fiscal 1960.

"The healthy overall condition of the company," Vogel said, "the exceptional quality of finished pictures and those planned and in production, and the encouraging pace of our music, records and tv activities make us confident that our earning capacity is on a sound basis."

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., NOV. 20

Mexican Feature Tops San Francisco Fete

BY MARK GIBBONS

SAN FRANCISCO—Contrary to past competitions when an outstanding picture usually swept most of the top prizes, this year's San Francisco International Film Festival Golden Gate Awards were evenly divided.

The "best picture" award went to Mexico's "Animas Trujano" in which the Japanese star, Toshiro Mifune, played the lead role. The young Russian director, Gregori Tchukhrai, repeated his success of last year with "Ballad of a Soldier" by being named "best director" for his "The Clear Sky," a drama about Russian politics and decidedly anti-Stalin.

For "best actor," the judges decided Manos Katrakis deserved it for his portrayal of King Creon in the Greek entry, "Antigone," and for "best actress," the award went to the Japanese actress, Hideko Takamine, for her performance as the deaf wife of a deaf mute in "The Happiness of Us Alone."

In the "best supporting actor" category, the nod was given to Eduardo de Filippo, seen in the Italian film, "Ghosts In Rome." This same film was given the award for "best screenplay," the collaboration of Antonio Pietrangeli, who also directed, Ennio Flajana, Sergio Amidei, Ettore Scola, and Ruggero Maccari. There was no award for "best supporting actress."

The "best documentary feature" went to the U.S. entry, the color cartoon "Of Stars and Men," and two special awards went to "Let My Children Go," a British short considered as "best humanitarian documentary," and for camera work on the Belgian short, "Kitsimbanyi."

A special jury prize went to Gabriel Figueroa for his photography in the prize-winning "Animas Trujano."

Winners in the shorts division were Yugoslavia's "Ersatz," Holland's "The House," Poland's "Music Makers," the United States' "Sunday," and Russia's "The Witch."

It was generally agreed that this was by far the most successful San Francisco festival to date, despite the continued lack of Hollywood participation. Certainly, the keen competition and high quality helped.



Jonas Rosenfield, Jr., Columbia vice-president in charge of advertising and publicity, chats with Steve McQueen, left, star of the film, and Arthur Hornblow, Jr., right, on the set of Columbia's "The War Lover."



BROADWAY GROSSES

New Pics Bring Crowds

NEW YORK—Grosses continued at a brisk pace as new product reached the screen. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"**THE COMANCHEROS**" (20th-Fox). Paramount claimed \$29,000 for the third week.

"**FLOWER DRUM SONG**" (U-I). Radio City Music Hall reported \$98,000 for Thursday through Sunday, with the second session sure to hit \$145,000.

"**BACHELOR IN PARADISE**" (MGM). Capitol announced \$35,000 for the opening week.

"**KING OF KINGS**" (MGM). Loew's State reported \$36,000 for the sixth week.

"**SUMMER AND SMOKE**" (Paramount). The opening week hit \$28,000.

"**SUSAN SLADE**" (Warners). The second week reached \$21,000.

"**SPLENDOR IN THE GRASS**" (Warners). Victoria reached \$24,000 on the sixth week.

"**PARIS BLUES**" (United Artists). Astor did \$30,000 on the second week.

"**DEVIL AT FOUR O'CLOCK**" (Columbia). Criterion had \$24,000 for the fifth week.

"**WEST SIDE STORY**" (UA). Rivoli had \$47,000 with the fifth week.

Copyright Meet Set

NEW YORK—One of the most important copyright meetings in recent history will be sponsored by the Copyright Division of the American Bar Association when its copyright symposium is held Dec. 1 and 2.

The film industry is one of the so-called copyright industries which will be vitally affected by recommendations of the Register of Copyrights under discussion at these meetings. It is expected that proposals for the revision of the U. S. Copyright Law will be instrumental in creating new copyright legislation that will affect not only films and music, but all sources of potential film material—books, plays, scripts, etc.

New Col. Post For Beier

NEW YORK—In keeping with the company's policy of promotion from within its ranks, Leonard Beier has been named manager of the co-op advertising department for Columbia Pictures, it is announced by Robert S. Ferguson, national director of advertising, publicity, and exploitation.

Beier, who has been with the company for more than 17 years, first entered the industry in 1937 with Warner Bros. He worked in their pressbook department until 1944 when he joined Columbia. He served in Columbia's pressbook department for 15 years before transferring to the co-op advertising department in 1959.

UA's Krim Voted Allied Man Of Year

Indiana Allied Waits On Invite From TOA

INDIANAPOLIS—Richard T. Lochry was reelected to the presidency of Allied Theatre Owners of Indiana, for the 1961-62 term. Serving with him are Arthur Clark, Bloomington, as vice-president, and Rex A. Carr, treasurer.

The board of directors was reduced from 36 members to 27 members by a change in by-laws. Serving for the 1961-62 term are Alex Manta, J. G. Vogel, Marc J. Wolf, M. H. Scheidler, Ted Graulich, Oscar Fine, Harry Coleman, Joseph Cantor, Richard Smith, S. J. Gregory, George Heliotas, Maurice Robbins, Peter Panagos, F. O. Hilligoss, S. W. Switow, J. P. Finneran, Elmer Schowe, R. L. Richards, S. J. Papas, Arthur Clark, Jack Alexander, Jr., D. Irving Long, Rex A. Carr, J. R. Pell, Mannie Marcus, Edward Capbell, Robert Sokol.

Past presidents are automatically lifetime members of the board. Past presidents serving are Lochry, Trueman Rembusch, Roy Kalver, and Roy Harrold.

Lochry and Rembusch reported on their visit to the Theatre Owners of America convention and board of directors meeting in New Orleans in October. The membership discussed the invitation of TOA to join that national group. Both Lochry and Rembusch were most favorably impressed with the TOA meeting. The membership is interested in this offer and instructed president Lochry to write TOA requesting permission to hold up on their invitation for the immediate future until certain pending items of business before Allied Theatre Owners of Indiana can be cleared and completed. The matter was tabled until a future meeting.

The convention presented the following resolutions:

"Whereas there seems to be a continuing growth in the practice of using story plots and themes which oppose all accepted standards of good social and moral living, and whereas the increase in the use of bad language in film dialogue is reaching the point where it no longer adds emphasis but is degrading to the pictures, and whereas it is our belief that the theatre going public is more interested in seeing good, wholesome entertainment that has not been impregnated with messages or pseudo education on social problems or moral issues, therefore, be it resolved that the Allied Theatre Owners of Indiana goes on record as opposing the use of objectionable themes, the practice of exploiting them under the guise of motion picture entertainment, and the excessive use of profanity and other dialogue composed of words and phrases which are in poor taste. Be it further resolved that this group hopes for an increase in the number of pictures that will be good entertainment for family patronage in all theaters."

Another resolution stated, "The Allied Theatre Owners of Indiana go on record commending Columbia Pictures Corporation for their fine cooperation in supplying prints and assisting Indiana exhibitors in successfully promoting the saturation release of *The Devil at 4 O'clock* on a state-wide basis known as the Hoosier Plan. Further, this organization extends their appreciation to Columbia for making available a good, family picture for this program."

Allied Head Calls For New Liaison With TOA

CLEVELAND—National Allied president Marshall H. Fine has called for improved liaison between Allied and the Theatre Owners of America.

He made the bid in extending an open invitation for TOA leaders to attend National Allied's merchandising convention Dec. 4-8 at Miami Beach.

Extending the invitation to John H. Stembler, TOA president, and Albert M. Pickus, TOA chairman, Fine said, "It is the aim of this association, as I know it is yours, to aid the exhibitor in every possible manner and in every possible field. Therefore it is always to be hoped that by improved liaison between our two organizations, both exhibition in particular and our whole great industry in general may benefit."

Technicality Reverses Atlanta Censor Ruling

ATLANTA — The State Supreme Court threw out a lower court decision that killed Atlanta's movie censorship program, saying that the case came into the court through the wrong door.

The court said the question of showing the movie, "Never on Sunday," in Atlanta should have been decided through a writ of certiorari and not by petition for injunction.

Last spring, Fulton Superior Court Judge Luther Alverson ruled that Atlanta's censorship laws were unconstitutional, that the movie "Never on Sunday" was not obscene, and he granted an injunction to prevent the board of censors from interfering with its showing in local theatres.

Earlier, Atlanta censor Mrs. Christine S. Gilliam had barred the movie unless certain portions were eliminated. The movie distributors, Lopert Pictures Corp., appealed to the board of censors. The board upheld Mrs. Gilliam, so the distributors sought and obtained an injunction.

The city appealed the decision to the Supreme Court while the movie was being shown in local theatres.

The highcourt said Judge Alverson erred in over-ruling the board of censors objection to his injunction, and said the injunction was nullified.

In the Supreme Court decision, Judge Joseph Quillian said, "A petition for an injunction could not be substituted as a mode of appeal; accordingly, the petition must be held not to have alleged a cause for injunctive relief."

The decision said the issue should have been taken from the board of censors by a Superior Court judge under a writ of certiorari for a review of the case and not decided on a request for an injunction.

BV Promotes Greenfield

NEW YORK — Irving H. Ludwig, president of Buena Vista Distribution Co., Inc., announced the appointment of Leo Greenfield to the post of western division manager.

He was named assistant eastern division manager of the Walt Disney distribution subsidiary in 1956, and since then has worked in this capacity with James V. O'Gara, eastern division manager.

Hendel Top Showman As Group Prepares Varied Agenda For Convention Next Month In Miami

DETROIT—Ben Marcus, convention chairman, announced that Arthur B. Krim, president of United Artists Corporation, has been overwhelmingly selected by Allied members as Industry Man of the Year. Krim will be invited to the National Allied Merchandising Convention in Miami Beach, Fla., to be honored in person at the Allied Awards Banquet at the Eden Roc Hotel on Dec. 7.

Previous recipients of this Allied Award were Joseph R. Vogel, president of Metro-Goldwyn-Mayer, in 1959, and Milton R. Rackmil, president of Universal Pictures, in 1960.

Marcus noted: "The selection of Arthur Krim as Industry Man of the Year by theatre owners is obviously in recognition of his astute guidance of United Artists to a position of prominence in the motion picture industry. It is a well-deserved tribute to the fact that his company has become one of the leading suppliers of motion pictures to the nation's theatres. The steady flow of solid releases from United Artists during this period of critical product shortage was certainly uppermost in the minds of the exhibitors when they made their choice."

Marcus also announced that Harry Hendel has been voted Showman of the Year in the mail poll of theatre owners.

Hendel is the coordinator of the highly successful COMPO Merchandising Plan promotions in the Pittsburgh area. Last year COMPO selected this depressed area for the pilot test of the COMPO plan to increase theatre attendance through coordinated bookings and advertising. Hendel, chairman of the board of Allied Motion Picture Theatre Owners of Western Pennsylvania, offered the facilities of the Allied office to coordinate the activities of the distributors and the 72 participating theatres in western Pennsylvania and West Virginia. The experienced showmanship and dynamic leadership which Hendel provided resulted in success beyond any anticipation and proved the tremendous value of the COMPO Merchandising Plan in increasing boxoffice receipts.

Hendel has been speaking before exhibitor groups in other areas urging them to adopt the COMPO Merchandising Plan to increase their boxoffice grosses through cooperative, coordinated merchandising of motion picture product.

Dr. Frederick M. Wirt will be the featured speaker at a luncheon session of the National Allied convention. Dr. Wirt will speak on "The Dangers of Censorship."

Dr. Wirt is a nationally recognized authority on local censorship problems. He is a noted author and sought-after public speaker on the subject. He is consulted by legislative bodies and regarded as an "expert witness" by the courts on matters involving censorship. Dr. Wirt is also widely known as a consultant on public opinion polling. He received his Doctor of Philosophy degree from Ohio State University on "State Film Censorship."

Business sessions at the National Allied Merchandising Convention will be limited to three mornings. Each business session will be followed by a convention luncheon at which there will be a featured speaker.

"FLOWER DRUM SONG" HITS

"FLOWER DRUM SONG" has everything...Loaded with laughs and delightfully funny. —*Daily Mirror*

"FLOWER DRUM SONG" Enchanting musical romance...Rates as outstanding box office entertainment...It has charm, delicacy and beauty...It is a sure box office winner. —*Film Daily*

"FLOWER DRUM SONG" A top colorful, tuneful musical. "Flower Drum Song" takes its place firmly in this year's bumper crop of top attractions. The Ross Hunter production will be one of U.I.'s biggest successes. —*Hollywood Reporter*



A ROSS HUNTER PRODUCTION IN ASSOCIATION WITH JOSEPH FIE

STARRING **NANCY KWAN** star of "SUZIE WONG"

JAMES SHIGETA

JUANITA HALL · JACK SOO · BENSON FONG

Music by RICHARD RODGERS Lyrics by OSCAR HAMMERSTEIN, 2nd Directed by HENRY KOSTER · Screenplay by JOSEPH F

THE BOXOFFICE JACKPOT.

—New York Post

"FLOWER DRUM SONG" It's quite a show.

—New York Times

"FLOWER DRUM SONG" A sumptuous spectacle...

A brightly colored extravaganza... It's lush and there's plenty to look at... "Flower Drum Song" is the prettiest musical we have had all year.

—World Telegram

"FLOWER DRUM SONG" Laugh with joy... A big

elaborate spectacle, lush and lovely. —Daily News

"FLOWER DRUM SONG" The box office potential

is unlimited. —Motion Picture Daily

PRESS-TIME FLASH

**"FLOWER DRUM SONG" BREAKS ALL-TIME
UNIVERSAL RECORD AT RADIO CITY MUSIC HALL—N.Y.**

RODGERS & HAMMERSTEIN'S

"FLOWER DRUM SONG"

IN COLOR • LENSES BY PANAVISION®

MIYOSHI UMEKI



ROSS HUNTER Music Supervised and Conducted by ALFRED NEWMAN · Based on the novel by C. Y. LEE · From the Broadway Success · A Universal-International Picture

Des Moines Drops Censor Proposal As Exhibs Pledge Self-Regulation

DES MOINES, IA.—A self-regulation plan proposed by movie exhibitors was accepted by the Des Moines City Council, and as a result a drafted city ordinance to establish a censor board was set aside.

Under the self-regulation plan, the movie operators in the Des Moines area agreed not to show films unless they have been approved by the Production Code Administration of the Motion Picture Association of America, the Film Estimate Board of National Organizations, or the New York State Education Department. Approval by one of the groups will permit the Des Moines operators to show the film.

In addition, the operators agreed to use only advertising approved by the Hollywood film industry's regulatory office.

The Council accepted the plan and as a result dropped the proposal to set up a four-member board which would have the authority to recommend revocation of a city theatre license if a theatre showed indecent movies.

Sherwin J. Markman, attorney for the theatres, presented the new plan and said it had been agreed to by all theatre operators in the metropolitan Des Moines area.

"The citizens of Des Moines will not be deprived of any seriously intended movie," Markman said in describing the plan. "There will be no obscenity and no censorship."

About 50 persons, including several ministers, appeared at the City Council meeting to protest the showing of objectionable movies and movie advertising.

Markman was questioned by several of the ministers and explained to them the national boards were selected to give the local operators some standards to follow. He also pointed out that he considered all censorship bad and a violation of the U.S. Constitution.

He also explained that the self-regulation plan had been adapted from a recently-passed Florida law.

The Rev. Ronald Smith, president of the Evangelical Ministerial Association of Des Moines, commended the theatre operators for taking the action, but added:

"We shall be watching to see that standards of decency are not violated."

Mayor Reinhold Carlson after the meeting commented: "The movie industry in Des Moines is to be commended, but it's rather sad they didn't do it voluntarily and a long time ago."

MGM Increases Dividend

CULVER CITY, CALIF. — The board of directors of Metro-Goldwyn-Mayer, Inc., voted to increase the company's quarterly dividend from 40 cents to 50 cents per share, payable on Jan. 15, 1962, to stockholders of record Dec. 22, which is at the rate of \$2.00 per year, a 25 per cent increase over the previous \$1.60 rate, president Joseph R. Vogel announced.

This is the second increase in MGM dividend payments in 16 months. The dividend was raised from the rate of \$1.20 to \$1.60 per year in September, 1960. The board met at the Metro-Goldwyn-Mayer studios, after the directors had spent two days previewing some of the important productions the company is completing for release and making a general review of studio operations including television production activities.

Separate Operation Set For MGM Residual Pix

NEW YORK—In order to obtain revenue from commercial theatres for the residual values in older MGM pictures including reissues, MGM has established a separate operation to handle the distribution of such product.

Because of the volume of work involved in this operation, the actual handling of these residual pictures will be done by independent distributors in the various sections of the country. Robert Mochrie, general sales manager, announced.

The independent distributors and their areas are: Clem Perry, New York, Philadelphia, and Washington; Harry Segal Boston, Buffalo, Albany, New Haven; Kermit Russell, Chicago, Des Moines, Milwaukee, Minneapolis, Omaha; Robert W. McClure, Atlanta, Jacksonville, Charlotte; Charles Lamantia, Memphis, New Orleans; Sam Schultz, Cleveland, Cincinnati, Detroit, Indianapolis, Pittsburgh; Seymour Borde, 13 western states; Jerome Solway, Canada; Bob O'Donnell, Dallas, Oklahoma City; and Herman Gorlick, Kansas City, St. Louis.

Integration Forces Set New Picket Line

CHAPEL HILL, N.C.—Picketing of the Varsity in an effort to force it to racially integrate its audiences was resumed by the Chapel Hill Committee for Open Movies to All.

Both whites and Negroes marched in the picket line and said they would do so daily from 6 p. m., until 9:30 p. m., until the Varsity "makes some offer." Decision to resume picketing of the Varsity, but not the Carolina across the street, was reached by the committee at a meeting Nov. 9 after a negotiating committee reported that the house had taken no steps to integrate.

The Carolina agreed last August to admit Negro students at the University of North Carolina, who properly identify themselves as such. The decision was reached after months of picketing both the Carolina and the Varsity by the committee.

Members of the committee speculated that the Carolina might soon admit the immediate families and "dates" of Negro students, but said the Carolina has not committed itself to such a policy.

Brent said Andy Gutierrez, manager of the Varsity, had told the executive board that he could take no action on the committee's request to integrate until he had conferred with all three of the theater's owners and that one of the owners is in Europe and cannot be reached.

RKO Managers Plan Drive

NEW YORK — All managers and division managers of the RKO Theatres New York-New Jersey metropolitan area gathered in the Park Sheraton Hotel to formulate plans for their participation in RKO's "Extra Dollars For December" drive. Similar meetings are planned from coast-to-coast for the out-of-town RKO theatres.

MPAA Ad-Pub Unit Tackles Ad Censorship

NEW YORK—The MPAA advertising and publicity directors committee under the chairmanship of Charles Levy met recently to discuss developments in newspaper censorship of film advertising. Gordon White, MPAA advertising code administrator, led the discussion with an analysis of four situations which have been brought to his attention within the last few weeks. Immediate activation of exhibitor groups in the area has been instrumental in most cases in alleviating the critical nature of the problem.

In an effort to set up a positive program before the situation gets out of hand, the chairman appointed a new press relations sub-committee under the chairmanship of Martin Davis, advertising and publicity director of Paramount Pictures. Also serving will be Jonas Rosenfield, vice-president in charge of advertising and publicity of Columbia Pictures, and Levy, director of advertising and publicity of Buena Vista. The sub-committee plans to move quickly in setting up meetings with key newspaper and publishing groups and to initiate a promotion program on the advertising code administration in order to better inform the nation's press on the industry's effective self-regulation program as it relates to the advertising of all code-approved films.

Bob Ferguson of Columbia reported on the most recent developments in connection with COMPO's cooperative marketing and merchandising plan in Cincinnati. Four pictures are scheduled for release under the plan beginning with UA's "Pocketful of Miracles" the latter part of December.

A proposal by Si Seadler, MGM, for a radio promotion campaign on getting out to the movies on Saturday night was discussed. A number of suggestions from the committee will be incorporated into Seadler's proposal.

A report on the Seattle World's Fair plans was presented by Phil Gerard, Universal, and the committee agreed on the importance of a continuous program of films throughout the six months of the Fair, beginning April 21, 1962. Several suggested activities are being explored.

W. Va. Allied Elects

CHARLESTON, W. VA.—The November meeting of the West Virginia Allied Theatres Association elected officers to serve until a statewide convention can be held, formulated plans to increase activities and effectiveness in the fields of legislation, public relations, exchange of exhibitors' information, and cooperative programs for stimulating theatre attendance. Further, cooperation of fellow West Virginians from the Pittsburgh exchange area will be sought to create a unified organization. Against this enthusiastic background, it was announced 16 additional exhibitors had signed membership applications at the meeting.

Interim officials are Albert Aaron of Charlestown, president and national director; John A. Goodno, Huntington, vice-president and alternate; Carl S. Long, St. Albans, secretary; and Charles Sugerman, Parkerburg, treasurer.

Interim directors are Frank M. Allara, Matewan; Ross Filson, Point Pleasant; Eileen K. Ledford, Madison; Roy L. Letsinger, Amherstdale; Frank Mandors, Cabin Creek; Harold Moore, Charleston; George C. Porter, Beckley; Hamond H. Robey, Spencer; and Louie Shore, Williamson.

At the gathering were National Allied president Marshall Fine and executive director Milton H. London. The national officers led discussion on area problems.

Solomon Quits Post As Embassy V-P

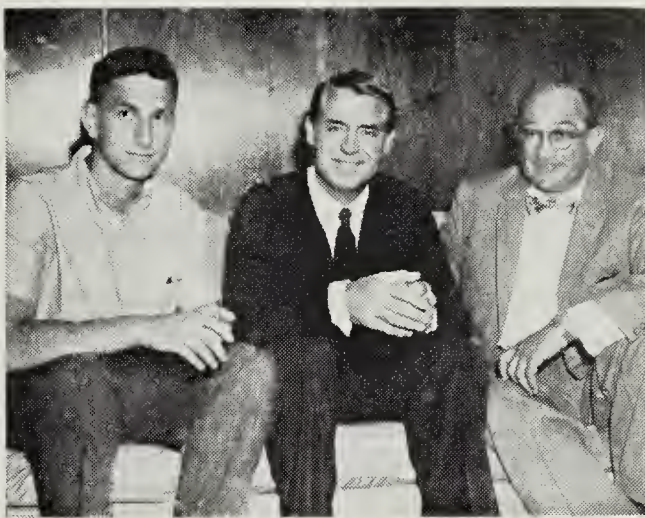
NEW YORK—Edward R. Solomon has resigned his post as executive vice-president of Embassy Pictures Corp., effective Dec. 31, it was announced by Joseph E. Levine, president of the film company. Solomon cited reasons of health in making his decision.

In announcing Solomon's resignation, Levine also stated, "It is with regret and a sense of deep personal concern that I have accepted Eddie Solomon's resignation. His contribution to the growth of this company has been immeasurable and words cannot adequately express my appreciation and the gratitude of my associates for his contribution to our success. I fervently hope that his health will improve to the point where he can rejoin our organization in the near future."

Solomon stated that he will leave the motion picture industry completely and establish residence in Florida. "However," he said, "I shall be watching events within the industry quite closely."

Excitement-Packed S.F. Festival Seen Brilliant International Event

By MARK GIBBONS



Emanuel Frisch, right, president, American Congress of Exhibitors, and his son, Michael, visit with Cary Grant on the set of Universal-International's "Touch Of Mink."

SAN FRANCISCO—The fifth International Film Festival completed here last week marked an epochal milestone in the city's cultural history and a personal victory for Irving M. Levin, the man who started from scratch and almost single-handedly put the city by the Golden Gate on equal footing with Cannes, Venice, Berlin, San Sebastian, and Edinburgh.

For two excitement-packed weeks, thousands trekked daily to the Metro to view the best movie efforts of the world's producers. Seventeen countries competed with feature length films and a dozen more entered short subjects. Two countries originally to participate dropped out through technical difficulties. India's "Devi" could not be sub-titled in English in time and Israel's documentary, "Description of the Struggle," somehow got sidetracked in transit from Tel Aviv.

This year's competing was far keener than in the previous fetes when such great films as Russia's "Ballad of a Soldier," Italy's "Il Generale della Rovere" and India's "Apu" trilogy romped off with multiple awards. Because of the higher calibre of competition the festival's panel of judges was raised from three to five members. They were New York's Arthur Mayer, Hollywood's veteran Josef von Sternberg, India's Tapan Sinha, Russia's Kira Paramanova, and England's John Halas.

Strangely enough, the one film that might have made a clean sweep of the Golden Gate Awards, Spain's "Viridiana," was exhibited out of competition for reasons best known to the owners. Judges, journalistic critics, and audiences were deeply impressed with Luis Bunuel's gripping drama with its anti-Franco philosophy.

Russia and France each had two entries, the U.S. had three independently made pictures, all shown at one matinee, and the others each had one. They were England, Argentina, Yugoslavia, Hungary, Poland, Greece, the United Arab Republic, Japan, Germany, China, and Mexico.

Industry notables from all over the world attended the daily screenings, including Argentina's Leopoldo Torre-Nilsson, Russia's Lev Arnstam, India's Tapan Sinha, Hollywood's Fred Zinneman and von Sternberg, Yugoslavia's Leonard Bercovici, Mexico's Ismael Rodriguez and the three American independent directors, John Hubble, Kent MacKenzie and Antonio Santean. Glamorous foreign stars of their respective country's entry attending included France's Marie Laforet, Mexico's Columba Dominguez, Russia's Nina Drobysheva and Egypt's Lubna Aziz. Branko Plesa, who co-starred with Hollywood's Broderick Crawford in Yugoslavia's "The Square of Violence," also attended.

Awarding of the prizes on the closing night was made in a brilliant international setting of a champagne ball in the Garden Court of the Palace Hotel, a glittering fete reminiscent of the dazzling affairs back in the days when San Francisco became the birthplace of the United Nations.

The refurbished Metro proved again an excellent showplace for the festival. Manager Nate Grossman and his assistant, Jack Brittain, handled the usually overflow audiences with a minimum of confusion considering the many non-English speaking patrons who attended daily. Chief projectionist Ben Luttringer also prevented screen mixups.



LONDON Observations

by Jock MacGregor

NEXT APRIL hundreds of barkers from America, Canada, Mexico, and Britain will be descending on Ireland, many for the first time, for the Variety Clubs International convention. I have been doing a preliminary check, and I reckon that once the initial shock of every hotel bedroom

not having a private bath attached has been passed, everyone is going to have a helluva a time.

Everyone is assured of a terrific welcome. Dublin Airport is probably the most friendly anywhere—even the customs officers smile as they ask if you have anything to declare and send you on your way with their personal hopes that you will enjoy your visit. The Irish barkers will see to the rest. International chief barker Ed Emanuel will be in Ireland to check details at the end of the month accompanied by Jim Carreras, who by the time the convention is over will have probably taken on Irish nationality.

Dublin will be bursting at the seams, and already plans are ahead for some of the bigger social functions to be staged at the Royal Dublin Society headquarters where the famous horse show is held. Business sessions will be in the famous Mansion House, and a day visit will be made by train to Belfast, with a probable halt on the return journey at past chief barker Billy Butlin's holiday camp.

Barkers will find the Irish most ardent theatre and moviegoers, who go for quality no matter how old the show. In the evening you will find long queues for all the popular shows on any night of the week in Dublin. Currently, alongside the latest releases like "Whistle Down the Wind," "Come September," "Naked Edge," and "Absent Minded Professor," such oldies as "Rebecca," "Lady Hamilton," "Young Lions," and "Gone With the Wind" are enjoying extended seasons in first run theatres.

TV OFFICIALLY comes to Ireland on New Year's Eve. It is not anticipated that this will have much effect on attendances in many parts for the BBC and commercial tv have been received with varying results for a long time. In consequence, the sets have already been bought. So far, the Irish have not been tv addicts. On Sunday evening, I was in the Royal Hotel at Bray. I counted 40 customers in the bar without tv and only two in the one with it—and they seemed more interested in their own company than the top rating London Palladium show which was being clearly received. Around the corner, there was a long queue for two old reissues at the Royal. . . . Bray is booming as a film production centre. No less than four productions are being made or set up at the nearby Ardmore Studios. Hotels and other facilities, which would normally be closed at this time of the year in this seaside resort, are remaining in operation. Indeed, the Royal has as many top film people patronizing it as the Red Lion at Elstree. . . . Emmett Dalton is completing "The Devil's Agent" which has an impressive cast headed by Macdonald Carey, Peter Van Eyck, Marianne Koch, Christopher Lee, Helen Cherry, Peter Cushing, Billie Whitelaw, and Marius Goring. John Paddy Carstairs directs this picture which is set in Austria. This will be followed by James Woolf's "Term of Trial," for which the sets are now being built. Laurence Olivier will star with Hayley Mills under Peter Glenville's direction. This will be one of the biggest pictures to be made in Europe this year. . . . It was good to see Anthony Havelock Allen back in production. He is shooting Brendan Behan's "The Quare Fellow" mainly on location, and I looked in on Arthur Dreifuss directing a sequence with Patrick McGoohan and Sylvia Syms in the cellars of the International Hotel to get the best atmosphere. Ace publicist Jack Worrow had flown over from London to set up the press coverage on behalf of Bryanston Films, which will distribute. . . . Over at the Bray Head Hotel, my production associate Bill Luckwell was supervising the shooting of a scene in the bar for "Ambush in Leopard Street," which is being made for release through Columbia Pictures. The trend now is to use real locations for authenticity, even though such methods cost more in the long run than using studios.

Runaway Production Problem Headed For All-Industry Conference Table

HOLLYWOOD—The runaway production issue which has plagued Hollywood for a number of years has moved towards the industry conference table in search of a solution acceptable both to producers and to the guilds and unions.

John L. Dales, national executive secretary, Screen Actors Guild, at a membership meeting, called for a thorough "unemotional" examination of the runaway production facts at the conference table.

Eric Johnston, AMPP-MPAA-MPEA head, proposed that the conference table rather than controversy be the course pursued.

Dales warned that if management does not join with studio labor and talent in a fight to save the American domestic film production industry from being wiped out, the unions and guilds will "go it alone" in an all-out battle in the Congress and before the bar of American public opinion.

He cautioned the members that this struggle is not an easy one and that an increased amount of television film production may follow feature production to foreign countries, lured by foreign tax havens, lower costs, and subsidies by foreign governments.

Dales stressed that the Guild will use its entire resources to battle any attempt by advertisers to sell American merchandise to the American public through the use of "cheap, cut-rate, foreign-made television films."

Among several possible solutions to the runaway production problem that Dales urges be explored jointly by the producers and the unions and guilds are federal "small business loans" to encourage domestic feature film production, and Government subsidies to be paid out of the theatre box office admission tax on tickets costing more than \$1.00. The Guild's executive secretary declared, "We should not fear that subsidies will bring Government control of feature production; the Eady Plan of subsidies, in which runaway American producers share, has not hurt the British motion picture industry."

Dales also urged Congressional elimination of foreign tax havens, which draw American film production aboard "along with another 100 or so tax loopholes—but at the same time we ask that the Congress help us to woo American motion picture production back to this country by giving every American whose income fluctuates a reasonable tax break by allowing individuals to average their income over a period of years for tax purposes."

Dales said that while many production costs, including those of labor and talent, are lower abroad, in the long run they probably will prove more expensive for the responsible American producer. In transferring American feature production abroad, the American producer eventually may find himself frozen out by foreign producers "after having taught the foreign industry all of our techniques and skills." He invited American producers to explore with the unions and guilds what can be done to hold down the costs of domestic production.

"I talk only for the Screen Actors Guild, not for the craft unions nor any other organization, but I say to the producers, criticize all of us on the matter of costs if you have a point to make, and we will criticize you, but let's do it around the table so that producers who claim it is necessary to go abroad in order to obtain "authentic locale" can show their good faith by photographing

Big Puerto Rico Circuit Latest To Join TOA

NEW YORK—The Commonwealth Theatres of Puerto Rico, dominant motion picture circuit on the island, has joined Theatre Owners of America, it was announced by John B. Stembler, TOA president.

The circuit is the largest in the Commonwealth of Puerto Rico, and accounts for most of the island's approximately 150 theatres. Its president is Rafael Ramos Cobian, who announced his intentions of aligning his circuit with TOA after attending TOA's 14th annual convention in New Orleans last month.

TOA, which already has memberships outside the continental United States in Canada, Mexico, Alaska, and Hawaii, thus becomes more "international" with the addition of the Puerto Rican theatres.

Cobian's theatres cover the entire gamut of operation, from downtown deluxe first-run houses, to drive-ins and neighborhood theatres. He also has broad interests in theatre equipment, sound and projection in the Commonwealth.

Johnston Addresses Pioneers

NEW YORK—Eric Johnston was to be a principal speaker at the 23rd annual jubilee dinner of the Motion Picture Pioneers honoring Pioneer of the Year A. Montague, executive vice-president of Columbia Pictures, it was announced by Paul N. Lazarus, Jr., chairman of the dinner committee.

Johnston, MPAA-MPEA-AMPP president, was to join with other leading members of the entertainment, political and business fields in paying tribute to Montague as the outstanding industryite of the year. Comedian Sid Caesar and the Ivy League Trio were to entertain at the banquet which took place on Monday (Nov. 20) at the Starlight Roof of the Waldorf-Astoria Hotel.

Court Nixes Fox Appeal

WASHINGTON — The U.S. Supreme Court has turned down a 20th-Fox appeal against New York City taxes on earnings of exported films.

Justice Douglas voted that "probable jurisdiction" should be noted, but the majority held the appeal should be treated as a petition for certiorari.

the interior scenes in Hollywood."

The issue is now scheduled for the Congressional spotlight on Dec. 1 when the House Labor Committee subcommittee conducting an inquiry into the effects of runaway production on employment of labor in the U.S. holds a hearing.

Johnston, who said that he had not as yet decided whether to appear before the subcommittee to testify, asserted, "I don't know what the Congress can do."

About one thing he was adamant, however: "The Hollywood dateline must be preserved." He added, "Can you imagine what the Russians would do to capture that dateline"—a reference to the fact that it is the dateline of the world film capital.

Holiday Blue Laws Hurt Mass. Merchants

BOSTON—Film exhibitors feared that the Blue Laws might get out of hand as enforcement of the laws for the first time on a holiday, Veterans Day, had Boston and the rest of the state in a mixup. The retail merchants' loss was estimated at \$26,000,000 in Massachusetts. In Boston, the loss was set at \$15,000,000.

While film exhibitors were operating under their usual state and city holiday and Sunday licenses, legit theatres had to pay \$12 each for special licenses to present live entertainment, and night clubs had to pay \$7 each for special licenses. Motion picture exhibitors throughout the state reported that their Saturday matinees were less than normal for holiday business because of the closing of all retail establishments by the Blue Laws.

Motion picture theatres in Boston had less traffic in matinee times than if the stores had been open, but Saturday night business was the usual sold out business. Film exhibitors were joining staggered merchants mapping plans to fight the restrictive Blue Laws. Boston's Retail Board officials compiled a dossier of evidence to be used to fight the laws.

City film censor Richard J. Sinnott, who is also head of Boston's licensing division, said he had saved the Boston entertainment scene from hardship by conferring with the public safety commissioner and the attorney general, who agreed to leave enforcement to local licensing authorities. Sinnott said he informed the film theatres that they could proceed as usual, and informed night clubs and legit theatres that they would have to take out special licenses. "Anyone known to be reputable could do like on any other day," he said. About 100 special permits to hotels, nightclubs, and legit theatres were issued.

Dean C. Cushing, manager of the Boston Retail Board, said the loss in revenue was actual cash out of till to Massachusetts merchants, because the shoppers from the state, lured by fair weather, went over state lines on shopping sprees.

Springfield's loss for the day was set at \$2,000,000; Pittsfield, \$600,000; Holyoke, \$500,000; Lowell, Lawrence, Haverhill, \$2,500,000.

No Seal For "Victim"

NEW YORK—The English-made film dealing with homosexuality, "The Victim," has been refused a seal of approval for showing in American theatres by the Production Code Administration, subject to review by the Motion Picture Association of America.

Independently produced by Allied Filmmakers and starring Dirk Bogarde, the film is a dramatized condemnation based on the Wolfenden Report of Britain's law on homosexuality. The import has been acquired for U.S. release by Pathe-America in February.

Budd Rogers, head of the company, said an appeal had been made to Eric Johnston, president, MPAA, for a review of the case, but stated that even without a seal the film would be released.

Extra Dividend For AB-PT

NEW YORK — Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., announced that the board of directors declared an extra dividend of two per cent common stock in addition to the regular fourth quarterly cash dividend of 25 cents per share on the outstanding common stock.

"How I Would Sell . . .

THE COLOSSUS OF RHODES

MGM's "THE COLOSSUS OF RHODES" is an exceedingly big picture. It should do big things for those who do big things for it.

First, let us consider the film's chief problems. There is only one name in the cast widely known to American movie audiences. There are no Gina Lollobrigidas and no Elizabeth Taylors to make the selling job easier. The screen play is not adapted from a current "best seller." As we have found out long ago, these are not insurmountable obstacles in selling an outstanding film.

MGM's Action-Packed Spectacle For The Family Audience

An Exclusive **SHOWMANALYSIS** Prepared by—

HOMER MCCALLON, Manager
Loew's State Theatre, Houston, Texas

ABOUT THE AUTHOR • Homer McCallon was born in Reagan, Tennessee, and moved at an early age to Knoxville where he attended Knoxville High School and the University of Tennessee. First job in show business was usher at the Bijou, then operated by the late Jake Wells. While still a high school student, he met a scenic artist and learned his trade. Later he became a billboard artist and finally a theatre poster artist for Loew's Ernest Emerling in Birmingham, Alabama. After short tours of duty with Marvin Wise Theatres in Birmingham, and the Gortatowsky Brothers in Albany, Georgia, McCallon was sent to Houston as an artist-publicity man by Lionel Keene, then Loew's southern representative. In January of 1943, he was appointed manager of Loew's State. On Oct. 5 of this year, McCallon rounded out 34 consecutive years at Loew's State in Houston. An avid UT football fan and member of Houston's famed Downtown Rotary Club, McCallon has been involved with numerous civic endeavors.

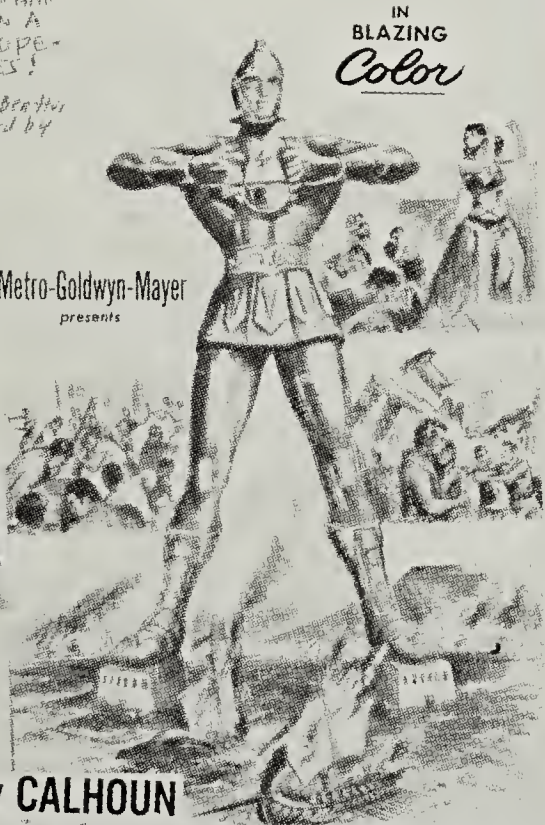
TOWERING ABOVE EVERY SCREEN SPECTACLE!

THE LOVE STORY... THE INTRIGUE...
THE VIOLENCE... AND THE MYSTERY
surrounding the 5th Wonder of the World—

A MONSTER THAT WILL TAKE YOUR BREATH AWAY!
TALENTED ARTISTS... FROM THE GREAT STUDIO!

NOW 23 CENTURIES LATER, YOU CAN MEET
THE MEN WHO BUILT THE COLOSSUS AND
SEE HOW IT WAS DESTROYED -- IN A
MOVIE SO MAGNIFICENT IN ITS SCOPE--
YOU WILL NOT BELIEVE YOUR EYES!

Produced on the same lavish scale as Ben-Hur
and Gone with the Wind and presented by
the same great Studio!



SWORN ENEMIES THOUGH THEY WERE--
THEY WERE DESTINED TO FALL IN LOVE!

THE COLOSSUS OF RHODES

Rory CALHOUN

with LEA MASSARI and GEORGES MARCHAL • CONRADO SAN MARTIN • ANGEL ARANDA

NOW SHOWING at...
OPEN 11:40 A.M. • LAST SHOW 9:40 P.M.



In our favor is a movie that honestly looks as if it cost more than "Ben-Hur." Settings, costumes, crowd scenes, and production detail are fabulous to say the least. The action is usually fast and furious, and there is a complicated love story that is both unusual and touching.

We can take two main routes in our selling. We can milk the monster for all it's worth and play down other angles, or we can play up the love interest. Having seen the picture, I feel inclined to a fair balance between the two with the love angle played up stronger.

It has been my experience that we get a heavy turnout of juvenile trade on this kind of film, but often we fail to sell adults.

In some situations it would be well to go all the way with the rock-and-sock approach with the usual listing of "see" copy. There are a lot of items for such copy such as the inside scenes of the monster statue and its grim secrets, the derring-do of slaves and captured enemies of the king, the delicate love affair that keeps everybody guessing until the very last, the magnificent settings, most beautiful costumes

This ad created by the author uses available art and stresses those points he feels are most likely to draw patron attention. Note the emphasis placed on the love story.

50
FREE
GUEST
TICKETS

WRITE PRESS WANT ADS A LETTER of 50 WORDS OR LESS ABOUT THE MOST COLOSSAL DEAL YOU EVER MADE THRU WANT ADS • 50 WINNERS WILL BE OUR GUEST AT LOEW'S STAI

REMEMBER

PRESS WANT ADS

ARE THE FASTEST AND MOST ECONOMICAL WAYS TO BUY, SELL, TRADE, RENT, OR OBTAIN A SERVICE. DIAL CA-5-3111 TODAY!

**A MONSTER STATUE OF BRONZE AND STONE
A FABULOUS FORTRESS TWENTY STORIES TALL!**

METRO-GOLDWYN-MAYER
RORY CALHOUN

The COLOSSUS OF RHODES
IN BLAZING COLOR

with LEA MASSARI and GEORGES MARCHAL · CONRADO SAN MARTIN · ANGEL ARANDA
by SERGIO LEONE · directed by MICHELE SCAGLIONE · in SuperfotScope and EASTMANCOLOR · Produced by CINEPRODUZIONE ASSOCIATE, Rome PROQUISA Madrid C.F.P.C. and OTI Paris

three-sheet-sized paper with a two-inch brush) to the king-sized apples we should send (with appropriate notes) to the teachers of history, literature, and the drama.

The big trick is to accomplish big things on an economy budget which can only be done by a prudent allocation of our money to things that sell the most tickets. I think we all agree that for films of this type we should greatly increase our radio budget. Television would be highly desirable if it can be worked into the budget. But as in all selling jobs for movies, our newspapers are uppermost in importance. With a little imagination and some hard selling, we should be able to accomplish a lot in exploitation for little cost.

No doubt there has been some censorship talk in your town the same as in others. For whatever it may be worth, and that could be substantial, "THE COLOSSUS OF RHODES" is a wholesome and exciting movie for the entire family with the possible exception of the very young who may be frightened by some scenes of brutality that are vital to the story. You can go after the family trade without making the film appear weak and lacking in vitality. There are some rather torrid love scenes, but always in good taste.

A big front for lobbies is a must on "COLOSSUS." Fortunately, the regular paper is very attractive and featuring the main selling slants. Simply by pasting this paper on wall board panels, giving it a coat of shellac to bring out the colors, and painting the frames with gold bronze, we can

LEFT, the colorful 40X60 featuring a series of stills from the picture hinting at the action and spectacle. BELOW, the 24-sheet available for those theatres that use them.

A MONSTER STATUE... A FABULOUS

METRO-GOLDWYN-MAYER Presents **RORY CALHO**



THE COLOSSUS

LEA MASSARI · GEORGES MARCHAL · CONRADO SAN MARTIN · ANGEL ARANDA

for women we have seen in a long time, and the tremendous earthquake that destroys the monster-statue, the fabulous city of Rhodes, thousands of its people, and sinks the menacing Phoenician fleet. These are all sales angles for various situations.

Very few movie patrons majored in classical ancient history, but they can be teased into wanting to know what the Fifth Wonder of the World was all about. Their curiosity can be built up to a high pitch concerning the intrigue, the love story, the adventure, and the age-old secret surrounding the colossus. I am inclined to stress the boy who meets the girl—the girl who was not above a little mayhem.

Everything we do to sell this film should be on a big scale in keeping with the title, all the way from the announcements we send the editors and radio people (written on

etro-Goldwyn-Mayer presents

A MONSTER STATUE OF BRONZE AND STONE..

TWENTY STORIES TALL!

"THE COLOSSUS of RHODES"

Violence, passion and danger... in the shadow of a 20-story statue of bronze and stone!



RORY CALHOUN with LEA MASSARI IN BLAZING COLOR

at LOEW'S

have a good selling lobby for little cash. I suggest that wherever possible we should cut out the eyes of the statue and affix some of the new science-fiction toys in back so that streaks of fire shoot from the eyes. This is effective animation at little cost.

A wonderful advance lobby piece can be created by pasting either a 24-sheet, if room permits, or a six-sheet on wall board. Frame it with inexpensive cap moulding, give it a coat of bronze and you have a million-dollar looking set piece for little cost.

As a selling job, we can dust off and revamp most of the things we did on "QUO VADIS" for "THE COLOSSUS." Only in this case we have a far more workable word to assist us. Colossus is a big word and it fits into just about any kind of tie-up any of us can think of.

It was good to find out after a few telephone calls that the title was so impressive to people. For example, I sold a classified ad tie-up, a cartoon coloring contest (using the line drawing in the press book), a candid camera stunt whereby the newspaper photographer will snap school boys and girls in groups in all parts of the city and circle the lucky ones for cash and tickets to "THE COLOSSUS OF RHODES." All old stuff, but seven three column cuts and editorial copy in a big newspaper is not to be taken lightly. This sells tickets. Also, I tied up with a 36-store chain operation for colossal-sized streamers in all their snack bars featuring their colossal sundaes. The same line of selling will work out for full page bargain items and possibly some sale where the word—Colossus—would be welcome to the ad man.

One thing we are doing that costs almost nothing. We are taking a tape recorder about town for quips from editors,

ABOVE, a banner newspaper display for a tie-in with Want Ads that is a natural for the film. BELOW, a still showing the epic production values that can be sold hard.



politicians, radio people, and other VIPS. Examples: "I'm Joe Novotny of KKZZ. Next to spinning hit tunes for your pleasure, I'd rather see MGM's ancient history thriller, 'The Colossus of Rhodes,' at Loew's. It's for the young in heart . . . and that's me!" "I'm Ted Broccoli, movie editor of the News. I see 'em all, but the super spectacle with grand scale heroics like 'The Colossus of Rhodes,' keep reminding me that movies are still your best entertainment. See you at Loew's!" "I'm Veree Klevah, fashion editor of the Sun. I cover women's wear from Podunk to Paris. Take a tip from me, girls, you may never see anything to compare with the lovely high fashion costumes worn in 'The Colossus of Rhodes.' . . . and it has the handsomest collection of muscular men you ever saw!" Any showman can write a stack of these to fit each person. We plan to tack these onto our radio spots to give them special importance and interest. Any VIP who refuses will get himself off my pass list.

One interesting scene caught my fancy. It was a magician doing fire ball tricks. I plan to duplicate this for my lobby opening night. We have some great local magic men. Dressed in ancient garb, they attract crowd interest and more than pay their hire.

We hope to have one of our Greek societies over in native dress for official hosts and hostesses on opening night. A Greek is the main hero in our movie. We hope to have special early shows opening through Saturday if we have a summertime date. By adding five well chosen cartoons and a few gimmicks, these shows usually pay good dividends. Due to the classical nature of our story, we expect a good reception from our papers regarding editorial contests. These can be slanted to all ages and tastes.

Remember, "THE COLOSSUS OF RHODES" is a colossal movie. It will not embarrass anybody who tries to "oversell" it.

Best of luck for big box office returns.

...TWENTY STORIES TALL!



OF RHODES

IN BLAZING COLOR

Directed by SERGIO LEONE • Executive Producer MICHELE SCAGLIONE • in Supertata-Scope and EASTMANCOLOR
Produced by CINEPRODUZIONI ASSOCIATE • Rome PROCUSA, Madrid C.F.P.C. and C.T.I. Paris



The NEW YORK Scene

By Mel Konecoff

FRANK CAPRA is a self-admitted coward, at least when it comes to attending sneak previews of his films. The other morning in his hotel suite he told us how he "attends" sneak previews. He installs a hidden tape recorder in the middle of an audience that is about to view one of the films and he is then able to gauge reaction in conjunction with the film's dialogue, which is also recorded on tape. He's been doing this for some 24 years.

He first started doing this when the first preview reaction to his "Lost Horizon" was disastrous years ago. When the audience started to laugh at the film, he slunk out to the nearest bar and hasn't been back to cover a sneak preview in person ever since. Needless to say, veterans will remember that "Lost Horizon" was a hit, but only after he threw away the first two reels and started fresh with the third reel.

Capra, who was in town on a six-city promotion tour on behalf of his forthcoming "Pocketful of Miracles," meeting with press, radio and television representatives, reported that as a result of his tapes on the initial previews, he cut the picture by 16 minutes. It worked out in another way as well in that several scenes were lengthened because the laughter drowned out following dialogue.

Ten weeks were spent in the actual filming, along with \$2,300,000. He brought the film in under budget by \$200,000, and he credited this feat to a competent cast, expert Hollywood technicians, and good luck.

Incidentally, he had nothing but praise for coast technicians, feeling that they are the best in the world and that producers who run away to other parts of the world do so for other reasons. While it's true that they get paid more, still they make up for it in time, efficiency, and knowhow. Technically, said he, Hollywood can't be topped. He didn't want to discuss star salaries which were something else again.

Capra expressed the hope that Hollywood never gets around to accepting government subsidies for the making of its films because he would like to continue to see the industry wholly free from any of the influences that would seemingly tag along with subsidization. He also feared that this could lead to some sort of censorship as well.

He likes making comedies but thought that they were very difficult to turn out successfully. First, they don't read like much on paper, and secondly, financing of same is difficult. He estimated that there have been more of late than in the past.

Capra admitted that not enough films are being turned out these days, and he thought that as a result the exhibitor is in the worst position of anyone in the industry. Pictures these days have to transport people out of their homes and to the theatres and then please them as well. As far as making pictures are concerned, he felt that his production counterparts were doing better than ever because of the stiff competition. Fewer films were being turned out, but they were better ones. If people get to the theatre there is a pretty good chance they'll like what they see. Incidentally, he felt that exhibitors have also made more money than anyone else in the business over the years.

Capra was of the opinion that pay tv is one way of getting pictures before the public and perhaps exhibitors ought to get into this thing seriously. Its arrival is a certainty, according to him. Another way of bringing pictures to greater numbers of the public might be to close down the big first runs and send the films directly to the neighborhood houses, thus reactivating a troublesome area.

He doesn't know what he is going to do next as he has no contractual obligations at the moment.

ROADSHOW NOTE: Joe Levine is about to get into the roadshow area when he releases "Boccaccio '70" next spring in the U.S., he reported at a press luncheon at the Hemisphere Club, which was also attended by Sophia Loren, Vittorio De Sica, and producer Carlo Ponti. His plans for the multi-part attraction in Eastman Color call for it to be shown on a reserved seat basis in its initial key city engagements throughout the world with two intermissions.

In addition to the specialized roadshow presentation, Levine also announced that more than two million dollars will be spent on the advertising and promotion of the picture which co-stars Loren, Anita Ekberg, and Romy Schneider. The film, in which Levine and Ponti are associated, will have its world premiere in Italy in February and its American premiere in New York in mid-April.

It is expected that the three female stars will tour leading world capitals in connection with the various openings, which will continue through all of 1962. Levine expected no exhibitor opposition to two intermissions, opining that they will play any film in any form if it's good.

NOTE OF OPTIMISM: 20th Century-Fox executives are a lot happier these days with business and pictures on the upturn.

NOTE OF PROMOTION: Phil Gerard, eastern advertising and publicity director at Universal, claims that "Flower Drum Song" is in the process of receiving the most extensive national magazine coverage that any film of U-I's has had. Typical, he claims, are the 10 pages in one issue of Show Business Illustrated.

Pay-TV Hearing Delayed

WASHINGTON—Oral argument on the appeal by theatre owners against the FCC's approval of the RKO Hartford on-the-air pay TV experiment has been postponed until Dec. 1 at the request of Marcus Cohn, attorney for the theatre owners, due to the death of his mother. All attorneys in the case consented.

Skouras Aids Fund Drive

NEW YORK—Spyros P. Skouras, 20th-Fox president, has made a filmed appeal for The Associated Blind, Inc. The plea will be presented on "Box 20/20," a fund-raising variety program sponsored by the Associated Blind, and produced by Arnold Panken over WABC-TV Nov. 25, from 11:15 p.m. to 2:15 a.m.

New Release Patterns Protested By ITOA

NEW YORK—The Independent Theatre Owners Association has notified sales heads of the film companies and executives of major circuits that the rights of subsequent run theatre owners to regular availabilities are being violated and that it intends to take whatever steps may be deemed necessary to protect its membership against the growth of these destructive practices.

An Association resolution, unanimously adopted by the ITOA membership, charges that the distributors, by means of special releasing patterns, are resorting to the establishment of "extra runs" depriving subsequent runs of their normal availabilities under customary trade procedures. These practices, "subject to serious legal question," create new clearances and new runs and serve to restrain trade by withholding much-needed product from theatre owners enjoying less preferential playing position.

Commenting on the exhibitor group's action, Harry Brandt, ITOA president, stated: "The industry is witnessing the prostitution of the extra run to an extreme where the competitive position of the subsequent run operator is completely disregarded and seriously impaired. The nearsightedness of some of the major circuits in depriving themselves of a run to which they are entitled and in creating clearances that do not now exist makes them suspect of collusion in this matter. These practices, in our considered opinion, subject offenders to serious consequences. We have been most reluctant to act in this situation but our members do not intend to serve as pall-bearers at their own business funeral."

Record Earnings For Disney

NEW YORK—Roy O. Disney, president of Walt Disney Productions, announced that the board of directors, at its regular meeting, declared a quarterly cash dividend of 10 cents per share and a three per cent stock dividend, each payable Jan. 20, 1962, to stockholders of record Dec. 22.

Disney stated that although the final accounts of the company are not yet ready, he could announce that this year's earnings will exceed those of any prior year in the company's history. He also said, "We start the new year with much revenue, both domestic and foreign, yet to come from last year's fine block of pictures, as well as a new program of features for 1962 that give every promise of another 12 months of good revenue ahead. 'Babes In Toyland,' Christmas release, is booked to open at the Radio City Music Hall, and most other key cities from coast to coast, with a similar wide break in England."

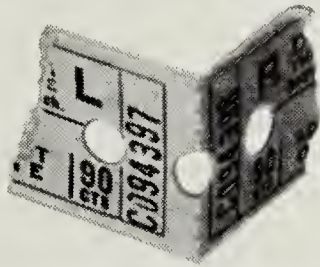
Reardon Heads Phila. MPA

PHILADELPHIA — Carl Reardon, branch manager for Universal, was elected president of the Motion Picture Associates at the annual meeting in the MGM screening rooms. Other officers elected to serve for the coming year are Jerry Levy, vice-president; John Kane, treasurer; and Jack Zamsky, secretary.

Elected to the board were Edward G. Adleman, George Beattie, Al Davis, William Doyle, Sid Eckman, Joe Engel, Jack Greenberg, Dave Supowitz, Lester Wurtele, and Milt Young.

Included on the board are past-presidents Stanley Kositsky and David M. Law.

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DECEMBER 4-8 • EDEN ROC HOTEL • MIAMI BEACH

BUFFALO

The newly elected board of directors of Tent 7, Variety Club of Buffalo, were to meet to select the new officers for 1962. The following have been elected members of the 1962 Crew: Harry L. Berkson, B&D Enterprises; Van Beuren W. DeVries, Transcontinent Television; Nicholas R. Dickman, B&D Enterprises; Tom Fenno, WKBW Radio; Charles Funk, Century; Myron Gross, Co-Operative Theatres of Buffalo; James J. Hayes, Cinema; Gasper P. Mandola, Screen Ads; Dewey Michaels, Michaels Theatres; Albert J. Petrella, Crosstown Advertising, and Burton E. Topal, United Artists. . . . Al Petrella, recently elected a director of Tent 7, Variety Club of Buffalo, also was elected a councilman-at-large in the recent Buffalo elections, when Edward K. O'Shea, son of the late "Ted" O'Shea, well known industryite, was

defeated for the post of Erie county district attorney by incumbent Carman F. Ball. . . . Erie county Bingo operations are being surveyed by a Moreland Commission team in a search for information that will form the basis for changes the commission will recommend in statutes relating to the game. . . . Joe Garvey, manager, Schine's Granada, had a swell tie-up with the Buffalo Sears-Roebuck store when Annette Funicello visited Buffalo to accept a plaque from the Catholic Youth Convention. The tie-up brought the Granada a three-quarter page ad in the local sheets, featuring a large photo of Annette and setting forth the fact that she was the star of Walt Disney's forthcoming "Babes in Toyland," which the Granada will have as its Christmas attraction, starting Dec. 22. . . . The residents of Thorold across the border in Ontario, Canada, will vote on Sunday

movies and sports at next month's municipal elections. . . . The Park, downtown Welland, across the border in Canada, ceased to operate, it was announced by Fern Marleau, manager, Park and Capitol. Notice of the closing was received by Marleau from the owners, 20th Century Theatres, Ltd. There are no plans for any other use of the building. . . . Voters in Niagara Falls reversed themselves on election day, when after two years, they decided to permit Bingo in the city. A local proposition calling for legalized Bingo was approved 10,100 to 5890.

Film Exchange and Dealer Listing for the SEATTLE FILM TERRITORY

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• Film Distributors

ALLIED ARTISTS, 2401 Second Ave.—MUTual 2-2460

Br. Mgr.: Edmond D. Cruea. Sales: Gordon Wallinger. Office Mgr. and Booker: Oliver Cosby. Cashier: Verna Walcott. Emerg. Phone: EAst 2-0899.

BEVERLY, MAYFAIR, 7720 Greenwood Ave.—SUNset 2-7337

N.W. Agt.: James N. Selvidge. Emerg. Phone: SUNset 4-B946.

BUENA VISTA (Disney), 2330 Second Ave.—MAIN 4-0186

Br. Mgr.: Ernie Piro. Booker: Evelyn Torpey. Emerg. Phone: EAst 5-4465.

COLUMBIA, 2415 Second Ave.—MAIN 3-5349

Br. Mgr.: J. R. Beale. Office Mgr.: Homer J. Schmitt. Sales: W. R. Seale. Booker: Darlene De Maria. Cashier: Georgeen Angeles. Field Exp.: Sammy Siegel. Emerg. Phone: EMerson 3-1689.

FAVORITE FILMS OF CALIF., 2316 Second Ave.—MAIN 4-6234

Br. Mgr.: Robert Parnell. Office Mgr. and Booker: L. C. Tomlinson. Cashier: Bliss Stansbery. Emerg. Phone: PROspect B-2782.

METRO-GOLDWYN-MAYER, 2405 Second Ave.—MAIN 3-4056

Br. Mgr.: Erwin L. Douglyn. Office Mgr. and Booker: Kenneth Synder. Sales: Arney Eichenlaub. Cashier: June Niss'ey. Emerg. Phone: ATwater 3-9499.

NORTHWEST RELEASING, Moore Theatre, 2nd and Virginia—MAIN 4-4787, 2-6210

Br. Mgrs.: Jack J. Engerman, Zollie M. Volchok. Office Mgr. and Booker: Louise Welle. Field Exps.: Jack J. Engerman, Zollie M. Volchok. Emerg. Phones: ATwater 2-3347, EAst 3-9343.

PARAMOUNT, 2312 Second Ave.—MAIN 2-4287

Br. Mgr.: H. W. Hausteine. Office Mgr.: Craig Turner. Sales: John Kent, Jim French. Bookers: Craig Turner, Lawrence Blair. Cashier: Hannah Trager. Emerg. Phone: LINcoln 6-2195.

SAFFLE'S THEATRE SERVICE, 2421 Second Ave.—MAIN 3-5177

Owner-Mgr.: Maurice Saffle. Booker: Bud Saffle. Cashier: Helen Reynolds. Emerg. Phone: ATwater 3-6866.

20TH CENTURY-FOX, 2421 Second Ave.—MAIN 3-7815

Br. Mgr.: C. F. Powers, Jr. Office Mgr.: James W. Brooks. Sales: Dave Dunkel, Carl Hansaker. Bookers: James W. Brooks, Celia Blatt. Cashier: Mary Carey. Field Exp.: Helen Yorke. Emerg. Phone: SHERwood 6-0317.

UNITED ARTISTS, 2403 Second Ave.—MAIN 2-3788

Br. Mgr.: Jack C. Partin. Office Mgr.: Harold Harden. Sales: Butch Leonard. Booker: Terry Crawford. Cashier: Sally Record. Field Exp.: Earl Keate. Emerg. Phone: CHerry 2-

UNIVERSAL, 2401 Second Ave.—MAIN 2-3245

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WARNER BROS., 2704 Second Ave.—MAIN 2-0046Dist.—LAkeview 3-0550, Ext. 577
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• Supply Dealers

AMERICAN THEATRE SUPPLY CO., 2300 First Ave.—MAIN 4-4572

B. F. SHEARER COMPANY, 2318 Second Ave.—MAIN 3-8247

DISPLAY & STAGE LIGHTING, INC., 2410 First Ave.—MAIN 2-7850

GLASER BROS., 3031 Western Ave.—MAIN 4-8220

HARLAN FAIRBANKS CO., 116 Elliot Ave., West—ATwater 4-7420

MODERN THEATRE SUPPLY (S. F. Burns, Inc.), 2319 Second Ave.—MAIN 4-2515

NATIONAL THEATRE SUPPLY CO., 2330 Second Ave.—MAIN 2-3421

THEATRE DRAPERY SUPPLY, INC., 2416 First Ave.—MAIN 4-1770

W. A. SLATER CO., 2321 Second Ave.—MUTual 2-0155

• Screen Trailers

NATIONAL SCREEN SERVICE, 2413 Second Ave.—MAIN 4-2882

Br. Mgr.: Kenneth Friedman. Office Mgr.: A. B. McGlinchey. Sales: Anthony Hartford. Bookers: Sherry Purdy, Laura Aar. Cashier: Vera K. Kolosoff. Emerg. Phone: SHERwood 6-3776.

• Signs, Advertising and Printing

ELECTRICAL PRODUCTS, CONS., 1275 Mercer St.—MAIN 3-3100

NATIONAL SCREEN SERVICE, 2413 Second Ave.—MAIN 4-2882

• Film Delivery Services

INLAND NORTHWEST FILM SERVICE, INC., 1717 6th Ave. S.—MAIN 2-0223

Owners and Mgrs.: Don Hoidale, Frank Whiting. Emerg. Phone: EMerson 3-2949.

LOCAL FILM DELIVERY, 2330 Third Ave.—MAIN 4-0241

Owner: Chas. D. Lawson. Mgr.: Chas. C. Lawson. Emerg. Phone: SHERwood 6-3217.

NORTHWEST FILM SERVICE, INC., 2330 Third Ave.—MAIN 4-0241

Owner: Paul Grunewald. Mgr.: Irene Marcy. Phone: VANDyke 2-5806.

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CINCINNATI

Chakeres Theatres, Springfield, O., have bought the 500-car Old Town Drive-In, Xenia, O. from Melton Straus and Harry Schwartz. Circuit now owns a string of 10 drive-ins and 24 roofed houses in Ohio and Kentucky areas. . . . William Cantor, manager of the circuit's Starlite Drive-In, Danville, Ky., has been transferred to the Murphy, Wilmington, O. as manager, succeeding William Reisinger, new Regent manager, Springfield O. . . . Lee Heidingsfeld, district manager, Continental Distributing, has resigned to become branch manager for Buena Vista in Indianapolis. Heidingsfeld and William Brower, local BV manager, attended the managers' meeting of Walt Disney Productions in Burbank. . . . Phil Chakeres, president, Chakeres Theatres, Springfield, O., while on an inspection trip of company properties in Kentucky, was the house guest of Frank Collins, president, Eastland Bowling Lanes, Lexington. . . . Margaret Woodruff, Columbia head booker, treated her co-workers to cake and coffee in celebration of her birthday. . . . Film Row extended its sympathy to John Wotten, head shipper, States Film Service, upon the death of his mother, and to the family of John Browning, driver, Columbus-Cincinnati Trucking Co., who died from a heart attack. . . . Official opening of the Southland Bowling Lanes, Lexington, Ky., took place. The 40-lane alley is a subsidiary of Chakeres Theatres, which also owns the 32-lane Eastland which opened two years ago in Lexington. . . . Chakeres Circuit's 1,200-seat Regent, Springfield, O., closed for several months for revamping, opened Nov. 7, screening U-I's "Spartacus." House has new screen, seats and carpet, remodeled inner lobby, and other innovations. William Reisinger, transferred from the Murphy, Willimington, O., is to manage the house, succeeding John Hoffman, who resigned to enter another business.

COLUMBUS, O. NEWS—Harold Walton, assistant manager, Loew's Ohio, has started a two-year hitch in the U.S. Army. Robert McKinley, former assistant manager of Loew's Broad, has taken over Walton's duties. . . . Charles Van Fossan, student assistant manager, RKO Grand and RKO Palace, has been promoted to assistant manager of RKO Grand. He succeeds Mrs. Mildred Foster, who

Watch for them!

NEXT!
Salt Lake City Territory
Issue of November 29
Milwaukee Territory
Issue of December 6

Save Them!

is going to Florida with her husband. . . . RKO Palace and Kroger supermarkets are co-operating in the "Movie of the Month" promotion through Dec. 22. . . . RKO Grand was host to some 800 children from 16 community houses for a showing of "South Seas Adventure," sponsored by the Dutch Uncle Club. . . . Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, and Mrs. Prickett are vacationing at Miami Beach and Jamaica. They will attend the National Allied convention in Miami Beach.

DALLAS

Audie Murphy, Hollywood film star and World War II hero, was in the city to help Irvin J. Rieter to open his new jewelry store next door to the Majestic. . . . Dorothy Johns, a veteran of 22 years with Frontier Theatres, has resigned. Newest addition to the Frontier staff is Kay Bannister. . . . A representative of Universal-International interviewed children at Dallas Theatre Center for three roles in the film version of "To Kill a Mockingbird." . . . Leon A. Couch, booker for Texas Theatre Service, was cited as Knight of the Month by the Oak Cliff Council of the Knights of Columbus. . . . Members of the Dallas Parent-Teachers Association Council were to vote on a board recommendation reading: "That council, local units and individuals write letters to all theatre managers in the city of Dallas, urging them to select only movies of high moral standards and to diligently enforce the 'adults only' rule for attendance, thus carrying out the PTA objective for the protection of children and youth." . . . Mrs. Esther Covington, president of the local WOMPI's, has appointed Marie Powers and Rosemary White to serve as co-chairmen for the WOMPI convention to be held in Dallas in 1963. Orlean Hart has been appointed to serve as director and Lorena Cullimore has been named second vice-president to fill the unexpired term of Mildred Fulenwider, who has resigned due to ill health. . . . A \$250 prize is being offered by Jack Judd, Columbia division manager, to the theatre manager in towns of less than 50,000 population, and another \$250 to the manager in towns of 50,001 and over, in a contest on "The Devil at 4 O'Clock" gross against "Picnic" gross. This contest is only for the Texas territory, according to Judd. . . . The movie-ticket-back guarantee plan which Trans-Texas Theatres originated several weeks ago will be adopted by a second theatre circuit. Earl Podolnick, president of Trans-Texas, said the Wilworth Circuit, which operates 17 theatres in Minnesota, Wisconsin, and North and South Dakota, had been granted permission to institute the plan. . . . John Caldwell, longtime employee with Modern Sales and Service who has been working in east Texas for several years, has resigned to move to New Orleans where he is associated with Hodges Theatre Supply Co. . . . Services were held here for William R. Wall, 67, a projectionist for Interstate Theatres for 50 years, who died recently after an illness of several months. . . . Jake Elder, Modern Sales and Service, reported that he has completed a renovation job at the McFarland Auditorium here and is busy repairing hurricane damage at Interstate Theatres houses in Houston and Galveston, Tex.

DES MOINES

The Iowa, Waterloo, Ia., managed by Nate Rosenthal for the past 25 years, will be closed, with the local J. C. Penney department store purchasing the building. Rosenthal took over the house in 1936 after the death of his uncle Jake Rosenthal, who had operated the house for 13 years. The closing of the Iowa leaves

Waterloo with three film houses. . . . Harry Lankhorst has moved the Sioux, Hawarden, Ia., to a new site and plans to reopen on Nov. 10. The former Sioux will be used as a store. The new site formerly housed the Comet, but has been used by a veterans' club recently. . . . The Met theatre, Iowa Falls, Ia., is undergoing extensive remodeling including a new front and a complete interior decorating job.

DETROIT

From the head office of the W. S. Butterfield Circuit, whose theatres are out-state, but is located here, it was learned it had successfully experimented with a change in policy in four cities. Former action houses Franklin, Saginaw; Michigan, Battle Creek; Regent, Flint; and Capitol, Jackson are now playing prize-winning and foreign films. The hunch that Michigan movie-goers would be more receptive to quality films has proved a good one. Business at the houses mentioned is improved, and manager Paul L. Widdis reports from Jackson "business is 100 per cent better." . . . Variety Club of Detroit Tent 5 announces a deal with United Artists in which the club will sponsor the Michigan premiere of "West Side Story." Irving Goldberg, chief barker-elect, will chair the committee raising money for the Variety Club Growth and Development Center. Date set is Feb. 14. . . . In Lansing, Mich., comes a giggle from the State capitol. The Downtown Art advertised Brigitte Bardot as "The French Sizzler" in "Her Bridal Night" with "Summer Indiscretion" the other half of the hot bill. The house caught fire, but there was little damage.

HOUSTON

"Movieland Golf," a Disneyland type golf course, is being constructed in Spring Branch. The four acre project, which will have 54 holes, with each one designed after the set of a famous movie, is being built by the Post Oak Drive-In in front of the theatre on Post Oak Road. One of the most elaborate holes will be a 2,000 square foot replica of the Alamo and its fortifications. Other holes will include replicas of the bridge from "The Bridge on the River Kwai" and a hill patterned after the one in "Pork Chop Hill." The course is expected to be open next spring. . . . Julius M. Gordon, president, Jefferson Amusement Co., Inc., and East Texas Theatres, Inc., with headquarters in Beaumont, Tex., is making plans for the construction of a new theatre for Houston in the very near future. . . . A contest for "the rocking-chair set" is being sponsored by the Metropolitan and the Houston Chronicle. It is a letter-writing contest, open only to those 60 years old or older. Contestants should write letters of 25 words or less on "Why I think life is more fun the second time around," and mail it to the Second Time Around Contest, Metropolitan. Inspiration for the contest is the new comedy starring Debbie Reynolds, Houston actor Steve Forrest, Andy Griffith, and Thelma Ritter, titled "The Second Time Around." The prize winner will receive a duplicate of President Kennedy's famous rocking chair, made by the factory in Asheboro, N.C., which created the original Kennedy rocker. The chair is now on display in the lobby of the Metropolitan. After the winner has been announced this week, the chair will be installed in a regular seat location in the theatre. The winner, or anyone he or she designates, may see the picture, "The Second Time Around" as the guest of the theatre. At the close of the engagement of the comedy, the rocking chair will be delivered to the home of the winner. . . . Augie Schmitt, Houston Popcorn and Supply Co.,

has been elected president of the National Association of Concessionaires.

JACKSONVILLE

Judge May, Florida Times-Union entertainment editor, gave a big sendoff in his newspaper columns to the north Florida-south Georgia premiere of "This Is Cinerama" at Sheldon Mandell's Five Points in suburban Riverside. The night before his public opening on Nov. 15, Mandell staged an invitational screening for newspaper, radio and tv personnel, VIPs, school principals and industry leaders of the city. Mayor Haydon Burns, who is also president of the U. S. Conference of Mayors, was scheduled to head a welcoming committee at the opening. In addition, Mandell secured the Lee High School Band for a street concert in front of the theatre and appearances by the Aquamaid team from Cypress Gardens which appears in "This Is Cinerama." The Five Points lost some of its seating capacity during the conversion to Cinerama and now has an overall of 651 seats on the main floor and in the loges. Converted at a cost of \$200,000, the theatre has a brilliant new marquee and modernistic new interior decor. . . . Mrs. Flora Korch, secretary to Louis J. Finske, president of Florida State Theatres, was given a surprise birthday luncheon by WOMPI members in the FST home office at The Pub in the Hotel Roosevelt. . . . Ida Belle Levey, United Artists, and Wilma Murphy, Allied Artists, were busy with plans to present a second annual WOMPI variety show for hundreds of hospital patients and staff members at the local U. S. Naval Air Station. . . .

MIAMI, FLA., NEWS—Harold Popel has taken over Marty Wucher's duties in Wometco's film booking department, following Wucher's affiliation with Wometco's wholesale confections department. . . . Winners in the monthly THRIF-TIK-IT Sales contest for October were Sydney Levine, Mayfair, 200 books; Tom Rayfield, Carib, 100 books; Arthur Labby, Boulevard Drive-In, 128 books; and Cecil Allen, Rosetta, 139 books. Each was awarded a \$20 prize. . . . James Maury is now manager, Boulevard Drive-In, replacing Arthur Labby. . . . "West Side Story" will have a gala opening Dec. 14 sponsored by the Cuban Emergency Appeal Division of the International Rescue Committee, headed up by former ambassador Earl E. T. Smith. . . . The Colony, Miami Beach, has had a complete renovation in preparation for the opening of "King of Kings," sponsored by the Cedars of Lebanon Hospital. . . . Florida State Theatres had a very successful tieup with radio station WFUN for a sneak prevue of "Second Time Around," which opened at the Olympia, Beach, Gables, Shores, in Greater Miami, and the Florida, Ft. Lauderdale. . . . Mrs. Mildred Krissell is handling group sales for organizations for fund-raising purposes on "King of Kings."

NEW ORLEANS

Mrs. E. E. Harson, Sr., closed the Palace, Broussard, La., and reopened the Nila, New Iberia, La., which has been dark for some time. The Palace will reopen after the new

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year. . . . The Charity Hospital has thanked WOMPI for 50 pounds of cotton and innumerable stuffed calico and gingham animals and dolls which the children patients use in connection with therapeutic treatments. . . . The WOMPI variety show troupers are booked through November with some charity dates as far ahead as January. . . . Bert Kiern, owner, Happy Hour, a trail blazer in the field of New Orleans exhibition, is confined to Hotel Dieu. . . . Exhibitors Cooperative Service held their fall meeting at their Film Row offices with time out for lunch at Antoine's Restaurant in the French Quarter. . . . Charles Bazzell, Gordon and Varsity, Baton Rouge, La., was appointed general manager in charge of buying and booking for the Carol, Denham Springs, La. . . . Mr. and Mrs. Roy Lombardo announced the engagement of their daughter, Cheryl, to Jules Corwin. Lombardo is a dispatcher at Transway. . . . Gulf States Theatres have taken

over the management-operation of the Rose, Bastrop, La., and the Rose Drive-In, Bastrop, which is presently closed but will be reopened in the spring. Both are the property of C. H. Goodwin. . . . Adolph Roescher, Universal head shipper, is back on the job after five weeks' absence due to major surgery.

PORTLAND

M. M. Mesher, Paramount general manager, and Lloyd Robinson, projectionist, were freed on a charge of showing obscene motion pictures when Circuit Judge Charles W. Redding ruled in their favor in a court argument. Charles E. Raymond, district attorney, appealed the decision to the State Supreme Court. Mesher opened with "The Lovers," and two days later, police raided the theatre, arrested Mesher and the projectionist, and seized the film. . . . Earl Keate, United Artists, was in town working on "Paris Blues." . . . A. Mike Vogel, Universal-International, was here for "Back Street" promotions, and Max Bercutt, Warner Brothers, spoke on behalf of "Splendor in the Grass" at a press conference. . . . Dennis Fredrickson is the new assistant manager, Fox. . . . Cinerama opens at the Hollywood now set for a \$100,000 remodeling following the double bill showing of "Cancan" and "Carousel." The theatre reopens with "This Is Cinerama."

ST. LOUIS

At MGM, salesmen George Reilly and Alfred Coco are leaving the firm. Reilly will be retiring. . . . The Miners, Collinsville, Mo., was reopened. It was closed Oct. 17 by the Jablanows, who didn't extend their lease. The owners of the building decided to reopen, and have retained the same manager. . . . Mrs. Evan Page is opening the old Hope, Sesser, Ill., to be called the Page. The Theatre has

been closed since Jan. 3, 1960. . . . William Gehring, branch manager at 20th-Fox, was in Chicago for sales regional meetings with Glenn Norris. . . . Both the Fredericktown and the Perryville, Mo., drive-ins have closed. . . . French Village, East St. Louis, closed. . . . Paducah Drive-In, Paducah, Ky., closed for the season. . . . St. Louis Variety Club held a luncheon meeting. . . . The MITO board of directors conducted their monthly luncheon meeting at the Chase Hotel. . . . WOMPI's have sent out invitations for their annual Boss Night Supper Nov. 15. Dave Arthur will be master of ceremonies for the event and the speakers will be Frank Plumlee and Wesley Bloomer. Charlie Goldman will give the invocation. WOMPI's held a board meeting, finalized the supper plans, and discussed what sort of work they plan on doing at the St. Louis Chronic Hospital.

SALT LAKE CITY

Miss Utah, 1961, a 19-year-old local girl, was awarded a 10-week movie contract with Warners as a prize for winning a camera talent contest and has left for Hollywood. . . . The Uptown charged one item of clothing for admittance to "The Devil At Four O'Clock" and the clothes were given to a family of refugees from East Germany as a welcome to Salt Lake City. Manager John Denman said the clothing went to the Werner Fritzsing family, who arrived here recently with a single suitcase they carried when they fled East Germany. . . . A meeting of 20th Century-Fox executives in western states was held at the Hotel Utah with the conclave hosted by local branch manager K. O. Lloyd. Among those present were Glenn Norris, New York, general sales manager; Tom McCleaster, Dallas; Morris Sudmin, Los Angeles; Reville Kniffin, San Francisco; Mike Powers, Seattle; Charles F. Powers, Portland; Mark Sheridan, Denver; Dawson Exley, Vancouver, British Columbia; and Joe Neger, Kansas City.

SAN ANTONIO

George M. Watson, city manager, Interstate Theatre Circuit, returned from Dallas where he attended a special screening of "Flower Drum Song" with word, "It's the best musical in years." It's to be shown here around Christmastime. . . . William O'Donnell, head, Cinema Arts Theatres, with headquarters in Dallas, was a recent visitor here. The circuit operates four theatres here, the Texas, downtown, and three neighborhood theatres, the Josephine, Laurel, and Woodlawn. . . . Approximately a year following the premiere of "The Alamo" at the Woodlawn, the film has returned to a sister theatre, the Laurel, for a subsequent run. . . . Tommy Reynolds, film producer, who was co-producer of "Tomboy and the Champ," is now master of ceremonies of a two hour television show on KONO-TV each Saturday morning. He previously was a local television personality. . . . Tommy Knight has been named manager, Holiday Drive-In, Burnet, Tex., succeeding Robert Lee, who has resigned his post to return to Texas A & M College to resume his studies. . . . Thieves took two cartons of cigarets, candy, and gum, as well as the last reel of "Restless Years," which was playing at the Pierce's Drive-In at Palestin, Tex. . . . Pierce's Drive-In, Edinburg, Tex., to stimulate business, played several 13 minute color subjects on fishing and other sports from the Texas Game and Fish Commission. Special guests of the drive-in were members of the Valley Sportsman Club. . . . Mrs. Harold Littlefield, cashier of the Twilight Drive-In, Anson, Tex., was robbed of \$105 by a teenager.

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Combined, the every second week yellow paper SERVICE SECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen. Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



SECTION TWO NOVEMBER 22, 1961
VOL. 66, NO. 24

PARAMOUNT

Blue Hawaii

MUSICAL
101M.

Paramount
(Technicolor)
(Panavision)
(Filmed in Hawaii)

ESTIMATE: Colorful island tour for Presley fans.

CAST: Elvis Presley, Joan Blackman, Nancy Walters, Roland Winters, Angela Lansbury, John Archer, Howard McNear, Flora Hayes, Gregory Gay, Steve Brodie, Iris Adrian, Darlene Tompkins, Pamela Akert, Christian Kay, Jenny Maxwell. Produced by Hal Wallis; directed by Norman Taurog.

STORY: Elvis Presley returns to his Hawaii home after two years in the army and is greeted by his French-Hawaiian sweetheart, Joan Blackman. Presley goes against the wishes of parents Roland Winters and Angela Lansbury, who want him to enter their pineapple business. He takes a job with a tourist agency and is assigned to escort four teenagers around the island with chaperone Nancy Walters, a pretty school teacher. Winters' boss, John Archer, and Walters are attracted to each other, but the Presley-Blackman romance runs into parental difficulty. Finally, Presley convinces his parents he belongs with Blackman. He also talks Archer into holding his sales conventions in Hawaii, with arrangements to be handled by the Presley-Blackman tourist agency.

X-RAY: As might be expected, the story means little here. However, the beauty of Hawaii is photographed superbly and the running time is filled with musical numbers done in the Presley style. His fans should have a field day, and if they remain as numerous as ever, exhibitors can look forward to plenty enthusiastic youngsters. Presley's performance is pleasant, and the girls, particularly Joan Blackman, are quite decorative. All in all, it shapes up as a pleasant package for the younger set, with a host of exploitation possibilities linked to the Presley music and the Hawaiian location. Also, it is family fare, with the adults too sure to enjoy the scenery, if not the story. Screenplay is by Hal Kanter.

TIP ON BIDDING: Better program rates.

AD LINES: "Elvis Presley Guides You Through The Most Wonderful Movie Vacation Of Your Life"; "Ecstatic Romance . . . Exotic Dances . . . Exciting Music In The World's Lushest Paradise Of Song."

Summer And Smoke

DRAMA
118M.

Paramount
(Technicolor)
(Panavision)

ESTIMATE: Superb acting highlights high rating drama.

CAST: Laurence Harvey, Geraldine Page, Rita Moreno, Una Merkel, John McIntire, Malcolm Atterbury, Pamela Tiffin, Casey Adams, Thomas Gomez, Earl Holliman. Produced by Hal Wallis; directed by Peter Glenville.

STORY: From childhood, Geraldine Page has loved Laurence Harvey. Repressed by the

pressures of a minister father and a mother, Una Merkel, who has never recovered from a nervous breakdown and is destructive and vindictive, she keeps these feelings bottled up. She finds life unbearable when Harvey returns from medical school. He leads a reckless life, displeasing his father, doctor John McIntire. He plunges into an affair with sultry Rita Moreno, daughter of gambling casino owner Thomas Gomez, while continually breaking Page's heart with callous promises to take her out which he never keeps. In his sober moments, Harvey regrets his treatment of Page. Late one night, after a date with Moreno, he is visited by Page, who explains that she feels walled in by life. Gently, Harvey asks her to go out with him. He takes her to Gomez' casino, and she is choked by the atmosphere and sensuality displayed there. When he attempts to kiss her, she becomes hysterical and flees. She talks of the soul, and Harvey is conscious only of the flesh. McIntire is called away to fight an epidemic, and Harvey and his unsavory friends take over the house to celebrate his engagement to Moreno. He realizes he is on a path of self-destruction but can do nothing about it. Enraged, Page calls McIntire back to town. The doctor attempts to drive the celebrants out of his house, and is shot and wounded fatally by Gomez. Harvey blames Page for McIntire's death, but when his grief subsides, he realizes she has been right all along. He continues his father's work and is instrumental in stamping out the epidemic. He attempts to see Page, but her family won't permit it. She goes deeper into her shell and he finds real love with lovely Pamela Tiffin. Page goes to Harvey and tells him that he was right. She is willing to forget the soul and live for her body. He has come to her way of thinking, however, and they are as far apart as ever. She goes off to a casual affair with a traveling salesman, Earl Holliman, but even then she offers him comfort and confidence.

X-RAY: This tender, beautiful drama from the talented pen of Tennessee Williams has been transferred to the screen with deep feeling and integrity. Producer Hal Wallis and director Peter Glenville are to be commended for their careful attention to detail and casting, which results in superior screen drama on all counts. Page is perfect in the difficult role of the haunted Alma, and the Academy should remember her performance well at Oscar-time. Harvey is also fine in the role of a southern doctor, and supporting performances are impeccable, with brilliant cameos turned in by Una Merkel and Rita Moreno. Newcomer Pamela Tiffin is a radiant beauty from whom much more will be seen. The story is one of Williams' best, penetrating deep into the characters involved and told with real compassion. Those filmgoers who appreciate quality drama could ask no more than this fine film, and its reception in class houses in metropolitan areas where Williams' name has real drawing power should be ecstatic. Every exhibitor will find it a quality feature deserving all he can do for it in the area of exploitation. It isn't often the elements that make fine screen drama are so well blended to result in such superior adult entertainment.

The excellent screenplay is by James Poe and Meade Roberts, and a word should be said for Charles Lang, Jr., and his haunting photography.

TIP ON BIDDING: Better rates, in suitable situations.

AD LINES: "A Haunting Love Story From The Pen Of Tennessee Williams . . . Performances You Will Never Forget From Geraldine Page And Laurence Harvey"; "Tender, Tragic, Deeply Moving And Violent As The Passions Of The People It Exposes."

20th-FOX

The Silent Call

DRAMA
63M.

20th-Fox
(CinemaScope)

ESTIMATE: Fair lower half dog entry.

CAST: Gail Russell, David McLean, Roger Mobley. Produced by Leonard A. Schwartz; directed by John Bushelman.

STORY: When David McLean gets a better job in California and has to move wife Gail Russell and son Roger Mobley and their possessions out, they are forced to leave their dog, Pete, with a neighbor, promising to send for him. Mobley is broken-hearted at the separation but goes along. The dog gets away and tries to follow. When Mobley learns Pete is missing he blames his parents and refuses to speak to them. The dog, after a number of incidents, makes the trip from Nevada to Los Angeles and is reunited with Mobley. All is right with the world again.

X-RAY: The dog, who is the hero, will be recognized as having played in "The Dog of Flanders," and he's about the smartest member of the cast endearing himself to audiences with some of his feats. The human cast gives adequate support, and direction and production are okay. It's a film good for youngsters and as filler on the program for audiences with simple tastes. Tom Maruzzi wrote the screenplay.

AD LINES: "Heartwarming Suspense and Tenderness," "A Boy and His Dog . . . A Story Of Devotion That Knew No Bounds."

UNITED ARTISTS

X-15

DRAMA
106½M.

United Artists
Panavision
Technicolor

ESTIMATE: Interesting Air Force yarn.

CAST: David McLean, Charles Bronson, Ralph Taeger, Brad Dexter, Kenneth Tobey, James Gregory, Mary Tyler Moore, Patricia Owens, Lisabeth Hush, Stanley Livingston, Lauren Gilbert, Phil Dean, Chuck Stanford, Patty McDonald, narrated by James Stewart. Executive producer, Howard W. Koch, produced by Henry Sanicola and Tony Lazarino, directed by Richard D. Donner.

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FOREIGN and SPECIALTY PICTURE SOURCES

A semi-annual (May and November) service, to those theatremen who wish to locate distribution outlets and sources of supply, for imported and off-beat features and shorts, that may prove attractive to particular cultural levels or nationality groups. Every effort will be made to re-edit and re-check all data in the following lists, each time used. As many are fringe enterprises, not too closely identified with the domestic motion picture industry, however, MOTION PICTURE EXHIBITOR cannot accept responsibility for accuracy or completeness.

The name and address of the company itself, the name of at least one executive to whom inquiries can be directed, and a rough idea of the number and type of product available is as follows:—

ACADEMY PRODUCTIONS, INC. Exec: Ursula Lewis—1501 Broadway, New York 36, N. Y. (11 features—mainly of French, German and Spanish origin)

WILLIAM J. AHERN, Owner—3 Hutton St., Troy, N. Y.: 1 Religious Color Feature and Short; 1 Synchronized Silent Feature and Short; Other features and shorts, varied origin. All theatrical 35mm.

AJAY FILM CO. Exec: Arnold Jacobs—270 Park Ave., New York 17, N. Y. (numerous features, varied origin)

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GEORGE K. ARTHUR—GO PICTURES, INC. Exec: Geo. K. Arthur, Pres.—37 W. 57 St.—New York, N. Y. (5 features, English and Dutch origin, 101 foreign short subjects)

ARTKINO PICTURES, INC. Exec: N. Napoli—Mrs. Rosa Madell, V.P.—723 Seventh Avenue—New York 19, N. Y. (19 features, —all of U.S.S.R. origin)

ATLANTIC PICTURES CORP. Exec: George Roth—37 W. 57 St.—New York 19, N. Y.

ATLANTIS FILMS, INC. Nissie N. Milco, President; Louis Milkowitz, Vice-President; George Morris, Sec.-Treasurer; Harold L. Spero, General Sales Manager—200 W. 57 Street, New York, N. Y. (10 features—varied foreign & American origins)

AUSTRALIAN NEWS AND INFORMATION BUREAU Exec: Mel Pratt—Frank Long, Film Officer. 636 Fifth Avenue—New York 20, N. Y. (Numerous short subjects on life, travel and scenic features of Australia)

SAM BAKER ASSOCIATES, 1501 Broadway, New York 36, N. Y. (16 features—German origin)

B. C. G. FILMS Exec: Nat Gassman, 405 Lexington Ave., New York 17, N. Y. (6 features, U. S. & foreign origin)

BALSAM, JEROME FILMS, INC. Exec: Jerome Balsam, Pres.—1501 Broadway, New York 36, N. Y. (2 features—English and French origin)

BEAUTIFUL PRODUCTIONS, INC. Exec: Irving Klaw, Pres.—P. Kramer, Secty. 212 East 14th St.—New York 3, N. Y. (3 burlesque show features—all of U.S. origin)

BEAVER-CHAMPION ATTRACTIONS, INC. Exec: James A. Mulvey, Pres., N. A. Taylor, David Griesdorf, Meyer M. Hutner, V.P.'s, Harry S. Mandell, Treas., Stephen W. Mulvey, Secy.—1270 Ave. of Americas, New York 20, N. Y. (3 features—varied origin)

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BRANDON FILMS, INC. Exec: Thomas J. Brandon—200 West 57th Street—New York 19, N. Y. (40 foreign features—mainly French, several Japanese, some silent)

BRENNER, JOSEPH ASSOCIATES Exec: Joseph Brenner—251 West 42nd Street—New York, N. Y. (24 features—varied foreign origins)

BURSTYN, JOSEPH, INC. Exec: Fae R. Miske, Pres.—1674 Broadway—New York 19, N. Y. (17 features — varied foreign origins, plus 7 short subjects)

CARILLON PICTURES, Exec: Irving Lesser, Gen. Mgr.—Leo Abrams, Sales Mgr.—527 Madison Ave., New York 22, N. Y. (6 features—action and documentary, 6 shorts)

CASINO FILM EXCHANGE, INC. Exec: Munio Podhorzer, Pres.—Nathan Podhorzer, Vice Pres.—1546 Broadway—New York 36, N. Y. (40 features mainly of German and Austrian origin with English subtitles. Numerous short subjects)

CASOLARO GIGLIO FILM DISTR. CORP. Exec: Salvatore Casolaro, G.M.—277 Canal St.—New York 13, N. Y. (Over 300 Italian features, with and without English subtitles)

CAVALCADE PICTURES, INC. Exec: Harvey Pergament—7904 Santa Monica Blvd.—Hollywood 46, Calif. (30 features, featurettes, shorts, varied foreign origin)

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Treas., Wm. J. Michels, Jr. Asst. Treas., Regina Ilan, Asst. Secy.—575 Lexington Ave.—New York 17, N. Y. (5 Cinerama productions)

CITATION FILMS, INC. Exec: A. W. Schwalberg, Pres.—Sal Di Gennaro, Gen. Sales Mgr.—15 East 58 Street, New York 22, N. Y. (14 features—foreign & U. S. origin)

CONTEMPORARY FILMS, INC. Exec: James W. Britton, Pres.—Leo R. Dratfield, Dir. of Distr., 267 West 25th Street—New York 1, N. Y. (3 features—French and Japanese origin)

CONTINENTAL DISTRIBUTING, INC. Exec: Walter Reade, Jr., Ch. of Bd. — Irving Wormser, Pres.—Carl Peppercorn, VP Chg. of Sls.—Sheldon Gunsberg, VP Chg. Adv. & Pub.—1776 Broadway—New York 19, N. Y. (31 features—French and English origin)

CORY FILM CORP. Exec: Newton P. Jacobs, Pres.—9145 Sunset Blvd.—Hollywood, Calif.

CROWN PICTURES Exec: John Zummo—34-60 110th St.—Corona 68, L. I., N. Y. (6 features—Italian origin)

D&F DISTRIBUTION CORP., 1270 6th Ave., New York 20, N. Y. (1 feature—German origin)

LOUIS de ROCHEMONT ASSOCIATES Exec: Borden Mace: Pres., Barney Pitkin, Gen'l Sales Mgr.—380 Madison Ave., New York 17, N. Y. (5 features—foreign & U. S. origin)

DOGU TRADING COMPANY Exec: M. S. Dogu—162 Water Street—New York 38, N. Y. (1 feature, Turkish origin)

ELLIS FILMS, INC. Exec: Jack Ellis, Pres.—1501 Broadway, New York 36, N. Y. (15 features—French and Italian origin)

EUREKA PRODUCTIONS, INC. Exec: Samuel Cummins, Gen. Mgr.—153 Neptune Ave., New Rochelle, N. Y. (6 features—French and other origin)

EXCELSIOR PICTURES CORP. Exec: Walter Bibo, Pres.—1564 Broadway, New York 36, N. Y. (4 features—miscellaneous origin)

EXCLUSIVE INTERNATIONAL FILMS 1776 Broadway, New York 19, N. Y. (21 features —U. S. & foreign origin)

FILM REPRESENTATIONS, INC. 251 West 42 Street, New York 36, N. Y. (8 features—English, French & Italian origin)

FILMS AROUND THE WORLD, INC. Exec: Irving Shapiro — 745 Fifth Avenue — New York 22, N. Y. (numerous features—European origin)

FINE ARTS FILMS, INC. Exec: Arthur M. Epstein, Pres.; Rita C. Eagle, Sec.-Treas.—1501 Broadway—New York 36, N. Y. (10 features—varied foreign origin)

FRENCH FILM OFFICE—654 Madison Ave., New York, N. Y. (French films)

GLOBUS FILMS, Exec: Vlado Teresak, 500 5th Ave., New York, N. Y. (Yugoslavia films)

GOTHAM RELEASING CORP. Exec: Sam Lake, Pres.—630 Ninth Ave.—New York, 36, N. Y. (10 features—varied foreign origin)

GOVERNOR FILMS Exec: Dave Emanuel. — 509 Madison Ave. — New York, N. Y. (numerous features, various foreign origin)

GRAND PRIZE FILMS INC. Exec: Sidney Kaufman, Pres.—George Hirschfeld, Sec.—565 Fifth Ave., New York 17, N. Y. (36 features—varied foreign origin)

GREEK MOTION PICTURES, INC., 358 W. 44 St., New York 36, N. Y. (21 features, Greek origin—1 English)

GRESHLER, ABNER J. PRODUCTIONS, INC. Exec: Abner J. Greshler, Pres.—Fred Harris, N. Y. Exec.—1270 Ave. of Americas, New York 20, N. Y. (5 features—English origin)

HARRISON PICTURES CORP. Pres. Edward Harrison—1501 Broadway, New York 36, N. Y. (14 features—varied foreign origin—5 U. S. shorts)

HOFFBERG PRODUCTS, INC., 362 West 44 Street, New York 18, N. Y. (34 features—150 shorts, varied foreign origin)

INTER CONTINENT RELEASING ORGANIZATION, 1456 Bronson Ave., Hollywood 28, Calif.

INTERNATIONAL FILM ASSOCIATES CORP. Exec: B. B. Kreisler, Pres.—Edw. Kreisler, VP—550 Fifth Avenue—New York 36, N. Y. (5 features and 16 shorts—varied foreign origin)

INTERNATIONAL FILM UNIT Exec: Paul Street, Executive Producer—103 Park Ave., New York 17, N. Y. (2 features, 5 shorts. 26 half-hour shorts, U. S. and foreign origin)

INTERPROGRESS TRADING CORP. Exec: Jovan Petrovic, 501 5th Ave., New York 17, N. Y. Repr. of Yugoslavia Film, Belgrade (Numerous features and shorts, Yugoslavian origin)

INTERWORLD FILM DIST. INC. Exec: Stanley Asher, Pres.—Maurice Kesten, V.P. Foreign Sales—1776 Broadway, New York, N. Y. (2 features—French origin)

JANUS FILMS, INC. Exec: Bryant Haliday, Pres. Ira Michaels, Vice-Pres.—Cyrus I. Harvey, Jr., Treas.—The Wellington, 55 St. & 7th Ave., New York 19, N. Y. (10 features—varied foreign origin)

JEWEL PRODUCTIONS, INC. Exec: Samuel Cummins, Gen. Mgr.—153 Neptune Ave., New Rochelle, N. Y. (10 features—varied foreign origin)

KANJI PICTURES CO. INC. Exec: Arthur Davis, Pres.—PO Box 35-517 Miami 35, Fla. (Japanese features)

KINGSLEY INTERNATIONAL PICTURES CORP. Exec: Edward L. Kingsley, Pres.—37 West 57th Street—New York 19, N. Y.

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MANHATTAN FILMS INTERNATIONAL, INC. Exec: Robert I. Kronenberg, Pres.—1920 S. Vermont Ave., Los Angeles 7, Calif. (10 features, French, Swedish, Danish)

McLENDON CORP. Exec: Gordon McLendon Pres. M. J. Lewis, Dir. Adv.—2008 Jackson St., Dallas, Texas

MEADOW, NOEL. Exec: Noel Meadow, Owner—229 West 42nd Street—New York 36, N. Y. (5 features—varied foreign origin, also 4 short subjects)

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PACEMAKER PICTURES, INC., 1790 Broadway, New York 19, N. Y. (4 features—English and French origin)

PARALLEL FILM DISTRIBUTORS, INC. Exec: James J. Cassity, Pres., Sam Nathanson, Sales Mgr.—1150 S. Beverly Drive, Los Angeles 35, Calif.

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PRESIDENT FILMS, INC. Exec: Joseph Green, Pres.—Harold L. Spero, V.P.—37 W. 57 St., New York, N. Y. (16 features—varied foreign origin and Yiddish)

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SHOCHIKU FILMS OF AMERICA Exec: Mitsugu Mizuno—2320 S. Hill St., Los Angeles, Calif. N. Y. office, 551 5th Ave., N. Y. 17, N. Y. Exec: Samuel Ishikawa. (Numerous features, Japanese origin)

SHOW CORPORATION OF AMERICA Exec: C. R. Manby, Pres.—Fred Schneier, Vice Pres.—120 East 56 St., New York 22, N. Y. (11 features—British, French, Irish and German origin)

SONNEY AMUSEMENT ENTER., INC. Exec: Dan Sonney, Pres.—Edward Sonney, VP. 1664 Cordova St., Los Angeles 7, Calif. (Exploitation features and foreign films)

TIMES FILM CORP. Exec: Felix J. Bilgrey, VP, Sec. & Counsel—Jean Goldwurm, Pres. 144 West 57th St.—New York 19, N. Y. (19 features—varied foreign origin)

TOHO INTERNATIONAL, INC. Exec: G. Uzaki, Gen. Mgr.—1501 Broadway—New York 36, N. Y.—West Coast Office, T. Mizu-fa, Mgr.—369 E. First St., Los Angeles 12, Calif. (52 features—Japanese origin)

TRANS-LUX DISTRIBUTING CORPORATION Exec: Richard P. Brandt, President Ed. R. Svigals, General Sales Manager, 625 Madison Avenue, New York 22, New York (15 features—varied foreign origin)

TUDOR PICTURES INC. Exec: S. S. Isquith —120 W. 57 St. N. Y. 19, N. Y. (Several films—English origin)

UNION FILM DISTRIBUTORS, INC. Exec: Peter P. Horner, Pres.—Phil Levine, V.P.—37 West 57th St.—New York 19, N. Y.

UNITED MOTION PICTURE ORGANIZATIONS, INC., 130 E. 58 St., New York 22, N. Y. (17 features—French, Italian, Spanish)

UPA PICTURES Exec: Henry G. Saperstein, Pres.—Hal Elias, Vice Pres. & Studio Mgr.—4440 Lakeside Dr.—Burbank, Calif.—527 Madison Ave., New York, N. Y. (animated cartoons and live action films, theatrical, commercial, industrial)

WORLD TRAVEL FILMS Exec: Harry Dugan, Pres. & Producer—Wynnewood, Pa. (1 feature, Irish origin)

ZENITH INTERNATIONAL FILM CORP. Exec: D. Frankel, Pres.—1501 Broadway, New York 36, N. Y. (4 features—3 French —1 German)

X-15 (Continued from page 4881)

STORY: X-15 project test pilots David McLean, Charles Bronson, and Ralph Taeger have been working on the plane which can travel at super speeds in conjunction with project manager James Gregory. The object is to get it to travel at speeds of 4,000 miles per hour in the fringes of space at altitudes of 100 miles or more. Attempting to help them overcome emotional hurdles is Air Force psychologist Brad Dexter. McLean's fiancée, Mary Tyler Moore, has been reluctant about marrying him and competing with the plane, but love overcomes these objections. Ralph Tager and wife Lisabeth Hush have problems about having a child, with her mental reaction aborting previous attempts. Bronson's wife, Patricia Owens seems to have made the necessary adjustment. Risks taken by the men are great and several dramatic near-tragedies occur before Bronson is killed while flying cover for one of the other men. His wife accepts the news quietly. The others recognize that it could have happened to them and also accept the situation. McLean is finally successful traveling with the X-15 through space at the fantastic desired speed and then landing.

X-RAY: Much of what is seen here is impressive, especially the sequences detailing the X-15 and the efforts that are put into making it functional and successful. Some of

the workings of the system and the people are absorbing, perhaps, because a documentary flavor has been achieved. The use of color is particularly effective, as are the cast, direction, and production, as well as the routines at the actual site of the experimental station. The story has been given a bit of sugar coating with the inclusion of the women who wait for their men, and this should keep femmes in the audience happy. Air Force cooperation should be forthcoming on this one, and there is a large area for tie-ins and exploitation of theme and story which could result in better returns. The screenplay is by Tony Lazzarino and James Warner Bellah, based on a story by the former. The narration by James Stewart is good, and the entry could prove attractive as part of the show.

TIPS ON BIDDING: Higher program rates or better in some cases.

AD LINES: "Actually Filmed In Space"; "The Greatest Air Adventure Ever Told"; "The Motion Picture That Soars Where The Screen Has Never Gone."

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UNIVERSAL

Flower Drum Song

MUSICAL
133M.

U-I
(Color)
(Panavision)

ESTIMATE: Highly entertaining musical is pleasure-packed.

CAST: Nancy Kwan, James Shigeta, Myoshi Umeki, Juanita Hall, Benson Fong, Jack Soo, Victor Sen Yung, Kam Tong. Produced by Ross Hunter; directed by Henry Koster.

STORY: Miyoshi Umeki and her father, Kam Tong, are smuggled ashore at San Francisco from a Hong Kong freighter. She is a picture bride selected to marry a boy in a Chinese family from a photograph. The would-be groom is Jack Soo, hep night club owner and gambler. His girl for years has been singer and dancer Nancy Kwan. Soo decides to try and marry Umeki off to someone else to get out of his contract and chooses to introduce her to wealthy Benson Fong, who is seeking a suitable wife for college student son James Shigeta. The latter considers himself modernized and above the old-world rules and habits. The father is

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FLOWER DRUM SONG

(Continued from page 4883)

cautioned by sister-in-law Juanita Hall, to let the youngsters fall in love by themselves, but meanwhile Shigeta is dated by Kwan, who has eyes on the wealth of Fong. Kwan doesn't disclose her profession and backs Shigeta into a corner where he becomes engaged to her. He begins to feel romantic towards Umeki while the latter is upset by the entry of Kwan on the scene. Kwan arranges for the announcement of her betrothal to Shigeta to be made. Soo decides to get even and invites Shigeta and his family to be his guests at the night club as Kwan performs her risqué act. The masquerade is over, as is the engagement, and Shigeta goes off on a binge. Umeki's father insists that Soo carry out his contract, and the wedding plans between Soo and Umeki are announced. Soo has proposed to Kwan and she has accepted him. Eventually, Umeki and Shigeta find they love each other, and the wedding to Soo is cancelled when Umeki announces that she is an illegal entrant into the country. This doesn't deter Shigeta, who is willing to marry her no matter what and the end result is a double wedding, with Soo and Kwan getting married also.

X-RAY: There's a load of entertainment to be found in this filmization of a stage musical. It's got tuneful songs, good production numbers, colorful settings, costuming and backgrounds, capable performances, efficient direction, and simple but heartwarming yarn. Those audiences seeking light and gay film fare will find it here as presented by an excellent all-Oriental cast. The screenplay is by Joseph Fields based on the Broadway presentation by Rodgers and Hammerstein and Fields. Among the tunes heard are "I Enjoy Being a Girl," "A Hundred Million Miracles," "Love, Look Away," "Chop Suey," "Fan Tan Fannie," "Grant Avenue," etc. Production has the lush Ross Hunter stamp. To sum up, this one is an absolute delight from start to finish.

TIP ON BIDDING: Higher bracket.

AD LINES: "The Musical That Will Steal Your Heart And Tickle Your Funny-Bone"; "Warm And Happy . . . Fast And Funny . . . It's Enchantment."

WARNERS

A Majority Of One COMEDY DRAMA

153M.

Warners
(Technicolor)

ESTIMATE: Warm comedy-drama mixes tolerance and laughs.

CAST: Rosalind Russell, Alec Guinness, Ray Danton, Madlyn Rhue, Mae Questel, Marc Marno, Gary Vinson, Sharon Huguely, Frank Wilcox, Francis De Sales, Yuki Shimoda, Harriett MacGibbon, Alan Mowbray. Produced and directed by Mervyn LeRoy.

STORY: Jewish widow Rosalind Russell leaves her Brooklyn home to accompany her daughter, Madlyn Rhue, and son-in-law, Ray Danton, to Tokyo, where Danton is assigned to the American Embassy. On the ship, they meet Japanese industrialist Alec Guinness. Russell's son was killed in the war with Japan, and she is cold to him at first. Eventually, however, they find they have much in common despite their radically different backgrounds and become good friends for the remainder of the trip. Danton fears Guinness is playing up to Russell because of impending economic conferences, and Russell agrees reluctantly not to see him again. At the opening session of the trade conference, Danton unintentionally offends Guinness, and it seems the conference is a failure. Bitterly disappointed, Danton blames Russell for Guinness' negative attitude. Hurt by the unfair charge, she visits Guinness who is delighted to see her. He entertains her as an honored guest, and she enjoys herself immensely. He also agrees to resume the trade talks with Danton. In a formal manner, he proposes marriage. Deeply touched, Russell asks time to consider the proposal. She

returns to Danton and Rhue with the good news, but they are appalled by the marriage proposal. Russell is angered by their bigotry. She tells Guinness she can not marry him, but explains that the decision is her own. She feels they both are still bound to the memories of their former spouses. She returns to the United States. Months later, Guinness is named to represent his country at the United Nations. He calls on Russell in Brooklyn. She entertains him in the orthodox Jewish manner, and they find that absence has only brought them closer together. They pledge a toast to the future, which it seems they are to spend together.

X-RAY: This is a warm screen adaptation from the successful play. Rosalind Russell does well in the unlikely role of a Jewish matron, and Alec Guinness is just brilliant as the Japanese industrialist. Careful direction and production result in a superior product, with the only reservation being the length of the entry, which would have benefited from some careful pruning. Minor roles are also well handled, and there are plenty of laughs as the gentle story unwinds. Gentle it may be, but it still manages to make a few very sharp comments on politics and religious tolerance without ever becoming preachy. Women should particularly enjoy the show, with their male companions also able to find plenty to interest them. By necessity, the subject matter would seem to indicate a better reception for this in large cities and class situations than elsewhere, although good exploitation work can raise its boxoffice potential anywhere. It shapes up as a careful, warm-hearted production carrying a message of tolerance and plenty of laughs, and also as excellent family entertainment. Leonard Spigelgass wrote the screenplay, based on his play.

TIP ON BIDDING: Better rates.

AD LINES: "Two Wonderful People In The Most Charming, Unlikely Romance Ever To Warm Your Heart"; "The Delightful Stage Hit Even More Delightful On The Big Screen . . . Guaranteed To Put A Smile On Your Face And Happiness In Your Heart."



EXPLOITATION

ACTUAL PROMOTIONS, accomplished by Experienced Theatremen, that can be applied with profit to many other Theatre Situations.

This special section is published every-second-week as a separately bound saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each such cumulatively numbered saveable section represents current submissions that have been judged by the Editorial Board as having the originality and ticket selling force to warrant placement in the 1961 SHOWMEN OF THE YEAR CONTEST (explanation elsewhere). It is recommended that theatremen save complete annual consecutively numbered files of these EXPLOITATION sections, and on the last page of each issue will be found a complete cumulative index for the year. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Pa.

NOVEMBER 22, 1961

SECTION THREE
VOL. 66, NO. 25

Individual ACHIEVEMENT CITATIONS have been issued for each of these:

B | KIDS' MATINEES

NUMBER B29

Summer Of Fun

THEATRE: Loyola

ADDRESS: Los Angeles, Cal.

MANAGER: Paul D. Flowers

It was another successful season of Summer of Fun Shows at the Loyola Theatre. For the third consecutive year Marina Federal Savings in Westchester presented ten free kiddie matinees at our theatre. Each Wednesday throughout the summer two showings of a top grade family film along with cartoons and shorts were presented to the boys and girls in our area with a special drawing at each performance.

Prizes, which included bicycles, roller skates, and assorted games, were promoted from local merchants and each week Marina Federal Savings gave away fifty savings banks and a savings bond.

The shows were sold as a public service offered to the community by the Savings and Loan Association and the response to this service was tremendous. We received a great deal of space in the local newspapers and Marina Federal Savings received many cards and letters in appreciation for what they were doing for the youth in the community.

These special matinees were attended by over 24,680 children and adults. The attendance this year broke all our previous records. Our merchandise sales on these special shows passed the \$5,000.00 mark. For the theatre it was a very successful summer of fun.

Marina Federal Savings was more than pleased with the results. Not only were they happy with the many letters of appreciation they received, but as they pointed out to us they were particularly happy with a form of advertising that, because the parents came in each week to pick up the tickets, actually got people to come into their office.

D | MERCHANTS

NUMBER D-16

No Cost Advance Advertising

THEATRE: State

ADDRESS: Fostoria, Ohio

MANAGER: C. V. Mitchell

This is not primarily a promotion, in the true sense, however, anything that helps to keep the theatre before the public is worth telling about! This is how I sell both my theater and the forthcoming product. . . .

First—By reading and looking thru ALL the trade papers and press books carefully, and whenever I see new ads, I remove them. In a space that I have on both sides of my boxoffice, they are put up for display, above these frames, this copy is placed. "A GOLDEN SHOW SEASON FOR 1961-62." As these attractions are played, they are removed and replaced with other ads. You can not realize how many passerbys STOP and read this dis-

play and how many stop me on the street and ask "When will BREAKFAST AT TIFFANY'S be here?" or "How soon is Walt Disney's GREYFRIARS BOBBY, coming to the State Theater?" You ask me what does this do in selling our product that is forthcoming? Well, I can say this, my patrons KNOW that Hollywood's Best is coming to Fostoria and they won't be going some place else, because they aren't sure. The best thing about this gimmick is, IT IS COST FREE—no sign man worries, when will he get that sign to me? How much will he charge? . . . Because, we can use the material from our trade paper and the press book, and we can change copy as much as we want.

Second—On Saturday afternoons I speak to the children just before the show starts, going over the reasons why we don't want them to run up and down the aisle, talking loud when the show is on etc. . . . Then after that I go into the audience and ask them their favorite type of show they like best. . . . This gives me an idea of how to bring them to the theatre when they have a school holiday instead of them going to a rollerskate rink because they can skate all day for just 10¢.

Third—When Fostoria has a parade we could just sit by and do nothing and say, gee, if it was not for this parade we might have some business. But instead—OUT, goes the Popcorn machine and the small candy stand, and outside I put a one sheet board with two 14x36's advertising our NEXT ATTRACTIONS and of course, our display frames

have the current show in them. You see the extra revenue comes from Popcorn and candy sold on the sidewalk . . . and the passerbys can't help but notice what is playing and what is coming! This also can be done when a town is having a Side Walk Sale or any other street promotion.

This is the way I keep Fostoria's State Theatre before the public and the public in Fostoria's State Theatre.

This is a story of how forty merchants got together in Fostoria, along with the local Police Safety Division and the United States Navy, in giving the children a FREE back to school cartoon jamboree show!

First—I went to forty different merchants, talked to them explaining how they could benefit with extra sales on this "Theater and Merchant promotion," of a back to school FREE show. We, the theater, would put a credit board out in front of the theatre a month in advance advertising the different merchants sponsoring this event. I also put an ad in the paper the day before the show mentioning the merchants and of course the times of the movie. All it cost each merchant for this, was, just a nominal fee and they all agreed it was a good idea.

Second—I approached the local police department asking if there was some way they would be able to come into the theater on this afternoon and demonstrate the right and wrong in bicycle operation. They were very happy to come and remarked how thoughtful it was of us to ask them and they wished



Free kiddie matinees were presented twice each Wednesday throughout the summer at the Loyola, Los Angeles, Cal., in a tieup with Marina Federal Savings Bank.

other groups would do this as they believe it is very important that the children of this and other communities learn the safety of bicycle riding. They also passed out a booklet to each child called BIKE RIDERS MANUAL.

Third—As if this was not enough, I talked to the local Navy Recruiter and received one thousand Comic Books pertaining to the history of the United States Navy. I also received one thousand U.S. Navy School Book Covers plus some book markers.

This information I would like to pass on to other theater managers because all the above navy items mentioned are FREE just for the asking.

I had a full house as you could imagine, free gifts for everyone, we mixed good entertainment with a little education, with these ingredients came a lot of good will. Not to mention that extra revenue plus all the candy and popcorn sold!

NUMBER D17

"Big Show" Merchants' Tieup

THEATRE: Guthrie

ADDRESS: Grove City, Pa.

MANAGER: James G. Bell

Prior to our engagement on "The Big Show" the merchants of our town were having a meeting to discuss several plans of promotion for the end of the summer season. I attended and suggested that they tie-up with me and call it "The Big Show Of Values." Naturally they wanted to know just how this could be done as I explained that prior to our engagement and during the run of the show that they should banner their windows and use the theme in their ads. These banner strips were about 31 inches long x 11 inches high. They were far more effective than window cards.

The local newspaper representative was at the meeting and before the meeting was over he had several ads and was able to secure a few more before the time of publication.

The newspaper came through with front page reader on the coming 'Big Show', in

THE NEW 1961

"Showman-of-the-Year"

CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation, And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to a Board of Judges for their individual study and their personal choice of the BEST THREE. A minimum of

\$30000
IN PRIZES

will be awarded to the three "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Penna.



For the opening of U-I's "Town Without Pity," RKO Keith's, Washington, D.C., a model in brief Bavarian costume carried a large "Town" poster, cut into jigsaw bits, around town. She dropped them on sidewalk at busy intersections, and then assembled the puzzle poster as crowds gathered. The all-day stunt proved an outstanding attention-getter.

later editions moving the readers to section two, pages two and three.

We wound up having over 175 banners in all the store windows in town including service stations and all stores in the neighborhood districts.

In addition, the merchants went co-op on a contest for kids at the playgrounds; and this went over very well.

Incidentally, our "Big Show" coincided with the coming of the Al G. Kelly and Miller Brothers Circus, which made things in town even more big top conscious.

WB Star Is Sweetheart Of Thanksgiving Parade

PHILADELPHIA—Warner Brothers are bringing to town Connie Stevens to appear in person as "The Sweetheart of Gimbel Brothers Thanksgiving Day Parade." She will ride on a specially designed float for "Susan Slade" which will have two 6 x 10 foot photo-enlargements of herself with WB Records around the bed, and the title "Susan Slade" and credit for the Goldman Theatre on the sides. Miss Stevens, who flew in from the west coast especially for this event and to publicize her latest Warners release, which opens nationally on Thanksgiving week, will appear on the float for the entire length of the parade.

The parade will be broadcast over the NBC-TV network and locally WCAU will also interview Miss Stevens.

Also appearing in person in the parade will be Paul Winchell and Jerry Mahoney, courtesy of Philadelphia Coca-Cola Bottling Company.

Gimbel's mailed 300,000 customers in the Greater Philadelphia area circulars with the billing that went out for the entire month of November. The department store also put out 1500 posters on subways, elevated and train stations throughout the area.

Connie Stevens will be honored by the Poor Richard Club with a cocktail party for the press and radio people; and will also make an appearance and sing on the Dick Clark ABC Bandstand Show. Clark will promote her appearance many days in advance.

"Flower Drum" Album Key Promotion Effort

NEW YORK—Universal Pictures Company and its parent company, Decca Records, Inc., have developed one of the most ambitious joint promotional efforts ever undertaken on a motion picture sound track album by a film company and a record company for the sound track album of "Flower Drum Song," the Ross Hunter Production of the successful Rodgers and Hammerstein stage play, it was announced by Philip Gerard, Universal's eastern advertising and publicity director, and Martin P. Salkin, vice-president of Decca.

The joint promotional effort is now keyed to the world premiere of "Flower Drum Song" at Radio City Music Hall in New York on Nov. 9, and it will then be adapted to key city openings of the picture scheduled to start Dec. 22.

The sound track album of "Flower Drum Song" is being featured in Universal's national magazine ads and in its local newspaper campaigns with the copy line, "The Year's Most Magnificent Score—Hear Decca's Sound Track Album of 'Flower Drum Song'."

Decca will highlight the "Flower Drum Song" sound track album in a special magazine, newspaper, and trade press advertising campaign.

Launching of the joint promotional effort by Decca and Universal has been preceded by a series of five special screenings of "Flower Drum Song" for Decca distributors and dealers in the greater New York area and throughout the east, climaxed by the distribution of a special promotional manual. Universal in turn will feature the Decca promotional material in its exhibitor exploitation kit on "Flower Drum Song" and in a special section of its "Flower Drum Song" press book.

In addition to providing for cooperative advertising on the local level and offering incentives to Decca dealers for window displays on "Flower Drum Song," among the 20 promotional pieces being offered Decca dealers in the "Flower Drum Song" manual are a 30"x30" centerpiece display, a coolie rickshaw with mounted litho, two fans, a streamer set of seven lanterns, four individual lantern streamers, a pagoda streamer, two dragon streamers, two special streamers, a large die cut of Nancy Kwan for a standee, two mounted lithos, browser bin cards, and lapel badges.

Supplementing the national magazine and local newspaper advertising campaigns of both Universal and Decca on the "Flower Drum Song" sound track album, Universal and Decca have also entered into a joint disc jockey promotional effort in New York and throughout the country with a "Flower Drum Song" girl being used to introduce the album to disc jockeys and other radio and TV personalities.

NUMBER D18

Good Way to Distribute Two-For-Ones

THEATRE: State

ADDRESS: Lebanon, Pa.

MANAGER: James E. Cole

When the local one-hour cleaners in town put on a sales drive recently to stimulate their business, I figured that this would be a good way to stimulate mine so I cashed in on their promotion.

They sold books with \$20 worth of dry cleaning coupons in them for \$3; and I suggested putting five two-for-one passes in each book. That is, for each paid admission the patron received one free admission.

(Continued on page EX-369)

PRICE SLASHED!

Formerly **\$7.50**

Now **ONLY \$4.00**

*First come,
First served!*

*While
they
last!*

LAYOUTS • STYLES •
 CROPPING PHOTOS
 • ORDERING CUTS •
 REVERSE PLATES • THE
 AMUSEMENT PAGE • OFF-
 SET • BALANCE • HEAD-
 LINE WRITING • SALES
 LINES • TYPE FACES • COPY
 WRITING • COMPOSITION •
 SIGNS • LETTERPRESS •
 OFFSET • SILK SCREEN • MATS
 • THE AMUSEMENT PAGE • SAMP-
 LING • HERALDS • WINDOW
 CARDS • COUNTER CARDS • and
 1000's OF OTHER ADVERTISING
 SUBJECTS. Authored by Men who Know!



•
236
BIG
PAGES

**HELP
YOURSELF TO
EXPERIENCE!**

MOTION PICTURE EXHIBITOR
 BOOK SHOP 317 N. Broad St., Philadelphia 7, Pa.

Enclosed \$..... for copy(s) of
"SHOWMANSHIP IN ADVERTISING"
 ship postpaid to:

NAME

ADDRESS

No COD Shipments — In Canada add 25¢ — Foreign add 50¢



Troy Donahue and Connie Stevens, stars, Warners' "Susan Slade" are seen engaged in a phonathon and talked to some hundreds of teen-agers who participated in a "round-the-clock" coast-to-coast first of its kind stunt.

COMPANY ASSISTS

ONE OF THE MOST intensive promotions ever activated by the Pepsi-Cola Company has been formulated to tie in with the early 1962 release of Metro-Goldwyn-Mayer's "The Horizontal Lieutenant," starring Jim Hutton, Paula Prentiss and Jack Carter. Fifty million bottle-necks heralding the service comedy will be attached to Pepsi-Colas and distributed to more than 20,000 dealers across the country. In addition, truck posters and retailers' placards will feature art of the stars enjoying Pepsis and calling attention to the film.

HUNDREDS OF TEEN-AGERS throughout the nation, winners of contests in their own cities, talked to their favorite motion picture performers, Troy Donahue and Connie Stevens, in a first-of-its-kind "Phonathon" that kept the young stars of Warner Bros.' "Susan Slade" on the long-distance telephone from 9 a.m. to 7 p.m. on a recent Saturday at the Warner Studios in Burbank, Calif. The local winners were selected in essay contests conducted by disc-jockeys in 41 cities from coast to coast. The competitors had been judged on the basis of their explanations of "why I would like to talk to Troy Donahue (or Connie Stevens)."

GOOD WAY

(Continued from page EX-366)

The co-op stunt worked fine as they did considerable newspaper advertising; and, of course, the passes and the theatre were prominently mentioned. The booklets were sold via telephone and again the people were told that the passes were in the booklets and good at the theatre boxoffice.

I feel this was an excellent way to advertise the theatre and to stimulate new people to come as I have seen many new faces using these pass coupons.

Incidentally, I tagged the State Theatre with the line, "Lebanon's Newest and Finest Motion Picture Theatre."

1961 EXPLOITATION INDEX

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Attractive Pamela Stone, extreme right, was chosen from hundreds of entrants as "Miss Comancheros" in conjunction with 20th-Fox's premiere opening at the Paramount, New York City.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 North Broad St., Phila. 7, Pa. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combination. Can be used for **KENO \$3.50 per M. PREMIUM PRODUCTS**, 346 West 44th St., New York 36, N. Y.

KIDDIE RIDES

KIDDIE RIDES FOR SALE: TINKERTOWN TROLLEY—Heavy service ride—5 used Units—\$395. each, 1 new unit \$995. All complete with track in good condition. Seats 8 children, car speed 3 miles per hour. Can be seen in Northern New Jersey. Call or write: **EASTERN MANAGEMENT CORP.**, 24 Commerce St., Newark, New Jersey, Market 3-4972.

NEW EQUIPMENT

SUNPROOF, RAINPROOF MASONITE MARQUEE LETTERS, fit all signs. Sample free. Black or red, 4"—40¢; 8"—60¢; 10"—75¢; 12"—\$1.00; 14"—\$1.50; 16"—\$1.75; 17"—\$2.00; 24"—\$3.00 (10% discount 100 letters, or over \$60.00 list). S.O.S., 602 W. 52nd, New York 19.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. **MASSEY SEATING COMPANY, INC.**, 160 Hermitage Avenue, Nashville, Tennessee.

THEATRES FOR SALE

MODERN THEATRE, glass front, built 1949. 500 American seats. air-conditioned. Abingdon, Illinois. Sacrifice price. Write **WARREN PIRTLE**, Jerseyville, Illinois.

THEATRES FOR BINGO. Florida, Oklahoma, Vancouver region. Theatres required. **BOVILSKY**, 34 Batson Street, Glasgow, Scotland.

FOR SALE: 2 Theatres, 1 Indoor, 345 seats—1 Drive-in 320 speakers, both within five miles—New Equipment—no competition—\$100,000.00—half cash. Separate or for joint consideration—1 fully rented business block, and A-1 Office Equipment Business. Hunting and fishing at your door. Other immediate interests. **GORD. BROUGHTON**, Box 669, Bancroft, Ontario, Canada.

USED EQUIPMENT

AUTOMATIC CHANGEOVERS, (less switch), Pair \$24.95; 2000' Film Cabinets new Stern-made, per section \$1.95; 3 Speed Nonsync Turntables \$14.95; 16" upper Simplex magazines \$4.95. S.O.S., 602 W. 52nd, New York 19.

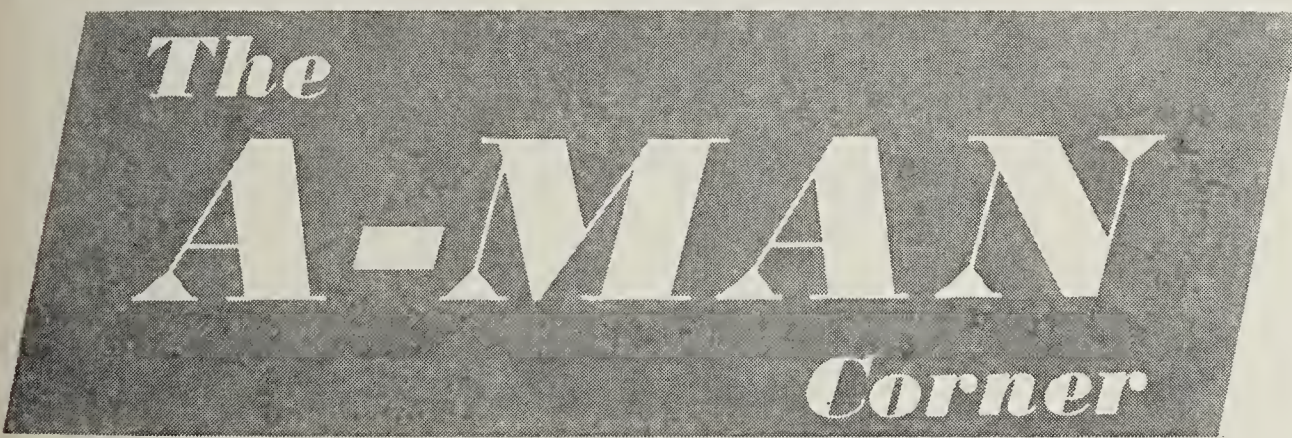
HERTNER 70/140 generator, latest model, re-conditioned, complete, \$475.00. Hilux Val anamorphics \$215.00 pair; Simplex X-L mechanisms, beautifully rebuilt, \$1150.00; Century intermittents, rebuilt \$79.50; Thousand other bargains. **SPAR CINEMA SUPPLY**, 621 West 55th Street, New York 19.

FOR SALE: Complete Brenkhart projection equipment with RCA sound. Anyone interested please contact **CHAS. A. H. BROOKS** of Ashland, Maine.

WINDOW CARDS

WEEKLY THEATRE and DRIVE-IN CARDS 100—14 x 22—\$6.00. All colors. Other prices and sizes on request. 1,000 Passes printed FREE with your first week's order! **WINN PRINTING**, 5809 Woodland Avenue, Philadelphia 43, Pennsylvania.

A LIMITED SUPPLY OF THE NEW 1962 ANNUAL BOOKING CALENDAR IS AVAILABLE— "FIRST COME, FIRST SERVED!"



theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address. Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new **EMPLOYMENT SERVICE** is available to ALL theatres without reservation. It is not necessary to subscribe to **MOTION PICTURE EXHIBITOR** to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex

MANAGER, free to travel. Expert on personnel problems. Inventory and promotion. Prefer travel. Also informed on Bowling Lanes. **BOX A1115, c/o M. P. EXHIBITOR**, 317 N. Broad St., Phila. 7, Pa.

MANAGER, twenty years experience, mature, sober, reliable, good references. Interested in independent connection Pacific Coast area. **O. E. ENLOE**, 4901 Beverly Blvd., Los Angeles 4, Calif. (1122)

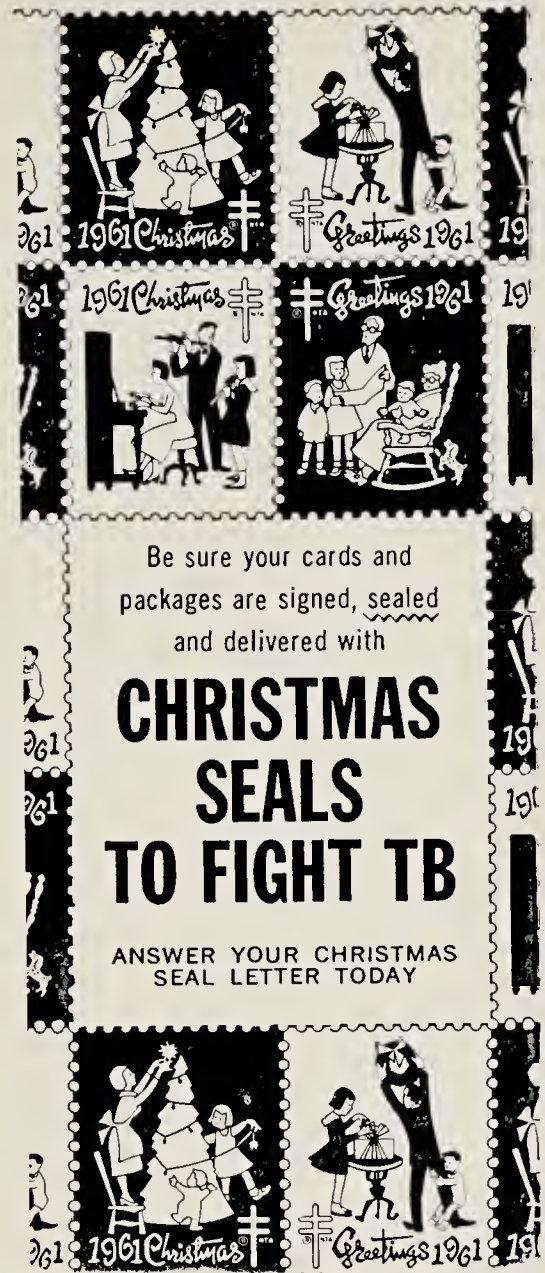
WANTED: PROJECTIONIST—indoor theatre in winter; drive-in summer in Southwest Kansas. Needed at once. **NORTHRUP THEATRE**, Syracuse, Kansas. (1113)

PROJECTIONIST, licensed, 20 years experienced, non-union. Film laboratory technician on all types mm film etc. 100% film inspecting, also reactive film cutting. Any fair offer not refused. **MAX REICHBACH**, 77 Brighton 11th St., Brooklyn 35, N. Y. (1115)

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The A-MAN Corner

{ Motion Picture Exhibitor
317 North Broad St., Phila. 7, Pa.



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Yes . . . I want my own personal copy of **MOTION PICTURE EXHIBITOR** every week!

\$2.00 FOR ONE YEAR

\$5.00 FOR THREE YEARS

Name

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Phila. 7, Pa.

*She's tangling with he-men who
want to stay free-men...*

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Century-Fox
presents

DEBBIE REYNOLDS

**STEVE ANDY
FORREST · GRIFFITH**

**JULIET
PROWSE**

**THELMA KEN
RITTER · SCOTT**

and showing you what
a gal's gotta do
to get a guy
to say "I do"!



JACK CUMMINGS'
PRODUCTION OF

**"THE
SECOND
TIME
AROUND"**

DIRECTED BY VINCENT SHERMAN SCREENPLAY BY OSCAR SAUL AND CECIL DAN HANSEN

COLOR by DE LUXE
CINEMASCOPE



Our "Project" Picture In Southern Exchanges
Exceeding "Say One For Me" Grosses!

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Plus...

**SHOWMEN'S
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Founded in 1933 by
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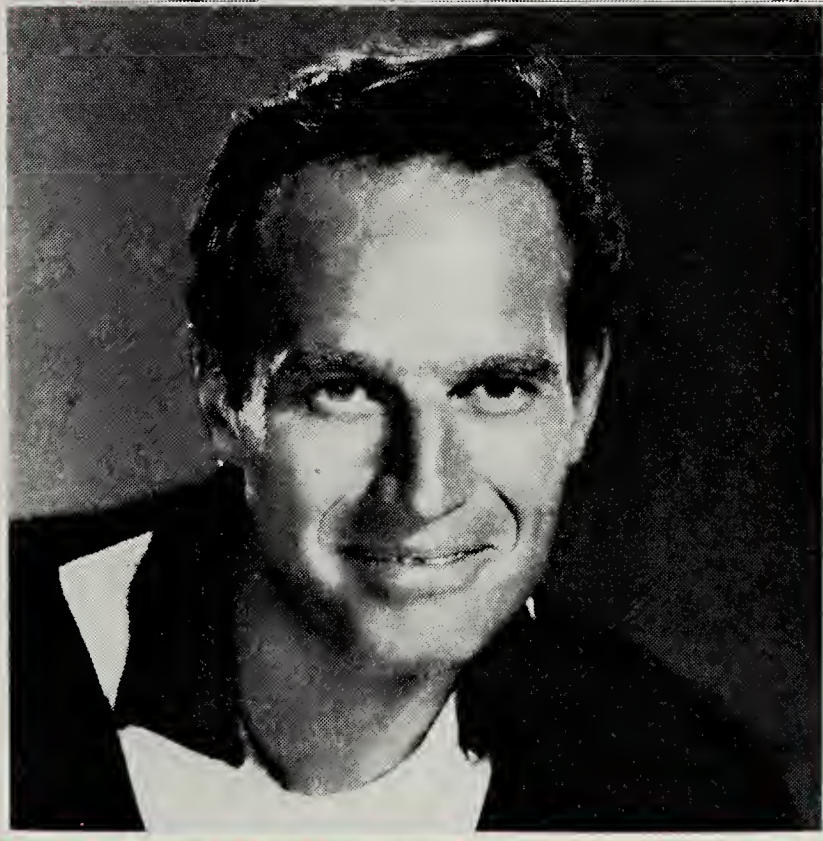
NOVEMBER 29, 1961 Volume 66 Number 25

IN TWO SECTIONS • THIS IS SECTION ONE



Montague Honored As 1961 Pioneer

(See Page 5)



Exhibs Diversify Via New Ski-Dek

(See Page 8)

National Allied members recently elected Natalie Wood and Charlton Heston as actress and actor of the year in a poll conducted prior to the group's national convention commencing Dec. 4 in the Eden Roc Hotel, Miami Beach, Fla.

ON PRESS CENSORSHIP AND DISCRIMINATION . . . see editorial—page 3

“THE COMANCHEROS”

TOPS “NORTH TO ALASKA”

ALL AROUND THE COUNTRY!

PHILADELPHIA, Stanton • CHICAGO, Oriental • PITTSBURGH, Gateway
SAN FRANCISCO, Fox • ALBANY, Strand • MILWAUKEE, Wisconsin
RICHMOND, Byrd & State • ERIE, Plaza • DETROIT, Fox
NEW YORK, Paramount (3rd Week)
LOS ANGELES, Multiple Theatre Break
TORONTO, Imperial • SAN DIEGO,
Cabrillo, Rancho Drive-In, Harbor
Drive-In, Tu Vu Drive-In



20
Century-Fox
presents

JOHN WAYNE

THE COMANCHEROS



STUART INA NEHEMIAH and LEE
WHITMAN · BALIN · PERSOFF · MARVIN as "CROW"

PRODUCED BY GEORGE SHERMAN DIRECTED BY MICHAEL CURTIZ SCREENPLAY BY JAMES EDWARD GRANT and CLAIR HUFFAKER Based on the novel by PAUL I. WELLMAN CINEMASCOPE COLOR by DE LUXE

“THE COMANCHEROS” and 20th Are On The Move!



43 Years of Service to the Theatre Industry

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. Publishing Office: 317 North Broad Street, Philadelphia 7, Pennsylvania. New York field office: 8 East 52nd Street, New York 22. West Coast field office: William M. Schary, 375 S. Crescent Heights Blvd., Los Angeles 48, Calif. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and general manager; Albert Erlick, editor; M. R. (Mrs. "Chick") Lewis, associate editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada, and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Second class postage paid at Philadelphia, Pennsylvania. Address all official communications to the Philadelphia publishing office.



Volume 66 • No. 25

NOVEMBER 29, 1961

ON PRESS CENSORSHIP AND DISCRIMINATION

THE MOTION PICTURE industry is still Public Whipping Boy No. 1, of that you can be sure. Do-gooders everywhere, including many newspapers, seem to carry a large chip on their shoulders against theatremen and motion pictures generally.

A look at the record in newspaper-exhibitor relations reveals some interesting points. In several cases, we have seen that during newspaper strikes with the accompanying forced elimination of such advertising, and only a mention of the picture to be played and stars, theatre business did not suffer. True, the theatres in such situations did increase their television and radio advertising, but that does not appear to explain completely the healthy increase in business.

Recently a theatre in a monopolistically controlled one-newspaper town began ordering certain changes in newspaper ad copy. There was a veteran exhibitor who had never played a picture condemned by the Legion of Decency or used suggestive and misleading advertising at any time. The line he wanted inserted in his advertisement for a certain film was as follows: "This is an adult film of no interest to children."

The newspaper, for some obscure reason, objected to this added copy, and out of respect the exhibitor agreed to drop the line. Remember, this was not a condemned picture or a quick-buck effort. The exhibitor simply wished to tell the truth about the film to his public, as was his custom.

Imagine his surprise to find a line in the ad of his competitor the very next day which read: "No children under 16 admitted unless accompanied by an adult." He could see no reason why his wording was unacceptable and his competitor's statement of the same message was approved. Frankly, neither can we.

So the theatremen sent a letter to the newspaper requesting the reasoning behind what seemed to be a discriminatory policy. Hold your hats! The newspaper's reply was as follows: "We can no longer accept advertising which refers to 'adults only'; if it is not good for children, it shouldn't be shown."

Now there is a statement that is just plain stupid on its face. In the light of what had happened, however, it was dishonest as well—a plain case of discrimination. Even the Legion of Decency recognizes the need for a classification

indicating certain films are for "mature adults." We are not a nation of idiots, and when we allow our children to dictate matters of tasteful entertainment we may as well throw in the sponge completely.

Since that rather remarkable exchange of correspondence, competing theatres in the town are still using such lines as "recommended for mature adults," "no children under 16 admitted," "adults only," "no children admitted," "positively adults only," etc. Peculiarly enough, in view of the newspaper's seemingly super-strict moral code, the competing theatres have played several pictures condemned by the Legion of Decency.

To win an argument with a newspaper is impossible, everyone will agree. If you will pardon a rather loose use of the language, it is even more impossible when that is the only newspaper in town.

So the exhibitor responded with the only weapon at his command. He reduced his advertising to one and one and a half inch ads, even for openings. Hold your hats again! The boxoffice has not been affected at all, and in some instances he has outgrossed comparable films at competing houses using one-third and one-quarter page ads.

As is the case in so many towns, the newspaper also operated by the same ownership, has a television station. The theatre also gets very few "free" readers in the paper although theatre advertising rates are higher than those for other businesses.

A need for restraint is just as important for a monopolistic newspaper as for its advertisers. Certainly, a monopolistic newspaper must lose self-respect and the respect of others when it discriminates in favor of one advertiser.

Is the motion picture industry placing too much value in the worth of newspaper advertising on a large scale to attract patrons? A very good question, we think.

The public may well wonder just what is going on as the small ads continue, and perhaps other advertisers will also look into the possibility that they have placed too much faith in the value of newspaper advertising. Certainly, this sort of action by the newspaper can only result in ill-will.

"OPINION MAKERS" OR "CRITICS"?

A STUDY of the value of private screenings for so-called "opinion makers" might reveal some interesting statistics. It is our feeling here that with very few exceptions, the boxoffice is not helped at all by giving away free the only commodity this industry has to sell.

Certainly, there are exceptions. Perhaps in the case of certain super-productions, the invitational premiere lends some impetus to the engagement, but even this is questionable. Suddenly, every person in the theatre fancies himself a critic.

Invitational showings on such fine films as "Pollyanna" and "Francis of Assisi" did not bring corresponding boxoffice

action in most cases. In far too many instances, the exhibitor would receive a telephone call, and one of his "opinion makers" would ask, "Can I bring my children to the show?"

In the final analysis, it is treated by most in attendance as a free show and nothing more.

We are not advocating an end to all such showings. Each film must be studied on its own merits, and a decision made to suit the circumstances. We do urge, however, that exhibitors refrain from using the invitational preview when other methods of exploitation promise greater returns. There is no substitute for showmanship, and that doesn't mean free shows.

NEWS CAPSULES



FILM FAMILY ALBUM

Gold Bands

Charles Tolis, general manager, Tolis Theatres, Hartford, Conn., was married to Helena Wells.

Obituaries

Ernest A. Atree, Springfield, Mass., theatre manager for 20 years, who retired eight months ago as manager of the Phillips, that city, died at his home after a brief illness.

Maurice L. Fleischman, 79, died in Miami, Fla. Formerly of New York, he once owned a large chain of theatres. He opened his first theatre, a nickelodeon, in New York in 1910. He went to Miami in 1940 and built the Essex House and Cardoza Hotels. He was former owner of the Roberts Hotel, Miami. Surviving are his son, Harvey, vice-president, Wometco Enterprises, Inc., a daughter, and five grandchildren.

Clarence B. Kantowitz, 57, for many years in the independent film exchange business, died suddenly at Hartford Hospital, where he had been taken from his home.

Mrs. Bertha Kaplan, 64, widow of the late Samuel Kaplan, for many years on the staff of Harris Brothers' State, Hartford, Conn., died.

Leonard S. Picker, 51, west coast legal representative, United Artists, died suddenly at his North Hollywood, Cal., home. He had been associated in legal and executive capacities with ASCAP, Columbia Pictures, Eagle-Lion, and RKO, joining UA in 1954. He is survived by his mother, his widow, their two children, two children of a previous marriage, three brothers, Eugene, a vice-president of UA; Sidney, a former motion picture executive; and Arnold, UA executive vice-president.

Col. Hopes Montague Stays

NEW YORK — Columbia president A. Schneider announced that executive vice-president A. Montague has been functioning on a "less demanding" basis for the past six months, but that he hoped that "in succeeding phases of his contractual relationship," Montague would see fit to continue his present function as one of the company's senior policy makers.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., NOV. 27

Texas Film Carriers Outline All Schedules

DALLAS—Members of the Texas Film Carriers Association outlined their network of available film shipping routes that run the length and breadth of Texas and parts of New Mexico and Oklahoma.

The occasion was a cocktail party given by the Carriers at the Dallas Variety Club. Present were bookers and shippers from all exchanges, executives and employees of supply companies, as well as circuit and independent film buyers and bookers for theatres around the state.

Spokesman for the film truckers was Walter Morgan, president of Morgan Express and a director in the Carriers Association. He displayed the handsomely bound folder which was designed for bookers and shippers. Contents of the folder include time schedules to and from Dallas to every theatre in this exchange area.

Also listed are special instructions for emergency shipments as well as inter-line shipping arrangements. Among the many other helpful points revealed were the individual routings with delivery and return time listings of each of the 18 film hauling companies.

Morgan stated that film carrier rates had received no hike in over two years even though their revenue had declined considerably due to theatre closings, extended runs, and reduction to week-end only operations.

Morgan stressed the savings involved in using the services of the film carriers and pointed out that while the bus and air line companies can transport passengers and freight and Railway Express can handle all types of freight traffic, most of the film haulers are restricted to film and concession supplies.

He maintained that the film carriers needed the shipper's support and cooperation in order to continue operating the 18,725 miles traveled daily in serving Texas theatres. To facilitate a better relationship Morgan announced a committee of three film carriers had been appointed to stand ready to discuss at all times any transportation problem that might develop.

More than 100 persons were guests of film carrier hosts.



BROADWAY GROSSES

Turkey Day Boost

NEW YORK—The Thanksgiving holiday bettered grosses in the Broadway first-runs considerably. All had hold-over product.

"THE COMANCHEROS" (20th-Fox). Paramount reported \$28,000 for the fourth week.

"FLOWER DRUM SONG" (U-I). Radio City Music Hall announced \$123,000 for Thursday through Sunday, with the third week bound to top \$170,000. Stage show.

"BACHELOR IN PARADISE" (MGM). Capitol claimed \$35,000 on the second week.

"KING OF KINGS" (MGM). Loew's State reported \$42,500 for the seventh week.

"SUMMER AND SMOKE" (Paramount). DeMille hit \$24,000 on the first full week.

"SUSAN SLADE" (Warners). Warner tallied \$20,000 on the third session.

"SPLENDOR IN THE GRASS" (Warners). Victoria had a \$23,000 third week.

"DEVIL AT FOUR O'CLOCK" (Columbia). Criterion had \$28,000 for the sixth week.

"PARIS BLUES" (United Artists). Astor did \$23,000 on the third week.

"WEST SIDE STORY" (United Artists). Rivoli had \$47,000 for the sixth week.

Hayes Heads Buffalo Tent

BUFFALO—James J. Hayes, manager, Cinema, has been elected chief barker of Tent 7, Variety Club of Buffalo. He will be installed at a dinner Jan. 21 in the clubrooms.

Other new officers for 1962 are Nathan Dickman, B & D Distributors, first assistant chief barker; Thomas W. Fenno, WJKB radio, second assistant chief barker; Charles E. Funk, manager, Century, property master; and Myron Gross, manager Co-operative Theatres of Buffalo, dough guy.

Anshien Joins Embassy

NEW YORK—Bert Anshien has been appointed national print controller for Embassy Pictures Corp.



Among the celebrities attending the recent world premiere of Hal Wallis' Paramount picture, Tennessee Williams' "Summer and Smoke" at the DeMille, New York, sponsored by the American Theatre Wing, were, left to right, Mr. and Mrs. Barney Balaban; Mr. and Mrs. Jerome Pickman, Paramount vice-president and general sales manager; Mr.

and Mrs. George Weltner, Paramount vice-president in charge of world sales; Mr. and Mrs. Joseph Hazen, associated with Hal Wallis; Pamela Tiffin, who makes her debut in the film; Geraldine Page, who co-stars with Laurence Harvey; and director Peter Glenville. The gala affair drew considerable public attention.

Industry Pioneers Honor Montague

57 Veterans Inducted As 23rd Jubilee Dinner Draws Second Best Attendance In Organization's History

NEW YORK—A. Montague, executive vice-president of Columbia Pictures, was honored by the Motion Picture Pioneers as Pioneer of the Year for his showmanship and humanitarian contributions to the film industry.

Montague is the 18th industry executive to receive the coveted award, which was presented to him during the Motion Picture Pioneer's 23rd annual Jubilee Dinner at the Waldorf-Astoria Hotel.

Proceeds from the testimonial salute and the raffling of a new Ford Thunderbird benefited the Foundation of Motion Picture Pioneers, Inc., an organization which provides financial assistance to needy veterans of the industry.

Senator Kenneth B. Keating and Eric Johnston, MPAA president, addressed the assemblage which included leading personalities from the entertainment, political, and business fields.

Judge Ferdinand Pecora formally inducted 57 industry veterans into the Pioneers as part of the annual ceremonies.

Simon H. Fabian, president of the Pioneers, introduced the program, with Paul N. Lazarus, Jr., chairman of the dinner committee, acting as official toastmaster.

Night club and television star Sid Caesar and the Ivy League Trio provided the entertainment at the affair.

Members inducted included Arthur F. Baldwin, G. Schuyler Beattie, J. Raymond Bell, Jack Bokser, Vincent Borrelli, Samuel Bronston, Samuel D. Brunk, Salvatore Casolaro, J. L. Courcier, L. W. Davee, Marcel Di Tommaso, James T. Dougherty, Gordon B. Dunlap, Irving L. Eisenstat, Walter Farley, David Flexer, Joseph Freiberg, Thaddeus John Gaski, Bernard J. Gates, Morton Gerber, George H. Gibson, Harry L. Gold, Harry Goldstone, Milt Goodman, Maurice Grad, Earle L. Hendren, Harry Hollander, Fred Izzo and Harry Wesley Johnson.

Also, Boris Kaplan, Jack Kerness, Paul N. Lazarus, Jr., Sam Levinsohn, Floyd Lewis, Milton London, Emile J. Lustig, Arthur A. Mayers, Charles McCarthy, Maurice J. Miller, Ben Morris, Martin H. Newman, Ralph E. Pierce, Harry Pratt, Harry Rogovin, Jonas Rosenfield, Jr., Louis Rothstein, David R. Sablosky, Al Schwartz, Walter Silverman, Herbert L. Smith, Henry Strauss, Leo Toner, Ira H. Tulipan, Samuel Weiss, George Wheeler, James N. Yiannias, and Charles Zagrans.

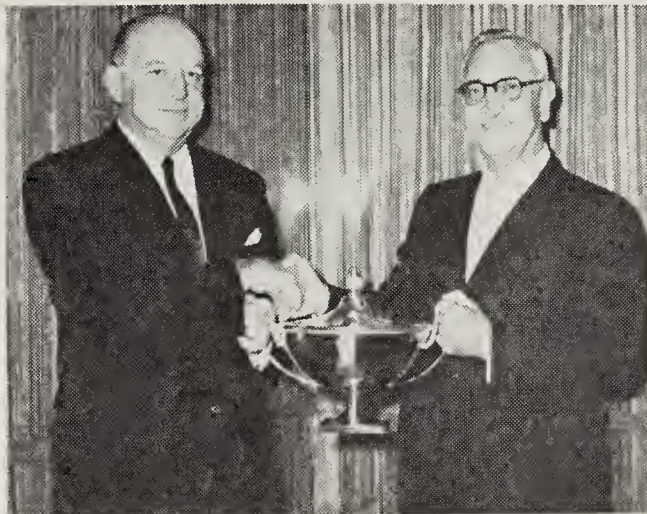
Said Johnston, "In all my years in the business, this is one of my happiest evenings. For it is spent honoring a man we all regard with vast affection, great loyalty, and undying friendship: Abe Montague."

David Loew of Hollywood won the Ford Thunderbird donated for the raffle held on behalf of the Motion Picture Foundation.

Montague was grateful and overwhelmed by the tribute which was the second best attended affair in the history of the organization.

One of the few wires that were read from the dais was one of tribute paid to Montague by President John F. Kennedy.

Adolph Zukor, in a surprise address, waxed just as enthusiastic about the motion picture business as he was 50 years ago. He compared show business to a wheel — up at the top



A. Montague, executive vice-president, Columbia Pictures, accepts his silver trophy as "Pioneer Of The Year" from Simon H. Fabian, president, Motion Picture Pioneers, at the 23rd annual jubilee dinner at the Waldorf-Astoria Hotel's Starlight Roof during which industry leaders paid tribute to Montague as the outstanding industryite of the year.

'Longest Day' Invasion Draws Editorial Fire

LANSING, MICH.—The wisely-read "Lansing State Journal" last week took an editorial swipe at a segment of the motion picture industry and the Pentagon.

The occasion of the verbal roughing-up was when a sequence of "The Longest Day" was being shot, which reproduces the invasion of Normandy during World War II. The government obliged the movie-makers by lending them 250 troopers to man the amphibian operation.

The "Journal" noted in passing that the military had originally planned to make it 700, but when the move was severely criticized, had sought to soften the comments by reducing the number to 250.

The commander of the unit, Col. Joseph M. Conway thought the whole affair was a good thing, since it provided his troops with additional military training they would not otherwise have had.

The newspaper made it clear the whole incident was, in its estimation, wrong. It believes enterprise motion pictures and defense establishments should be kept separate, particularly when the producer has a profit incentive.

Stein Expands Holdings

LOS ANGELES—Fred Stein announced that he has acquired all the stock and interests formerly held by Sam Decker in 21 of the 29 theatres owned and operated by Fred Stein Enterprises and Statewide Theatre Circuit, Inc.

Statewide Theatre Circuit has rapidly grown into 29 theatres operating in the metropolitan Los Angeles, San Bernadino, and San Diego areas, and is now the largest independent theatre circuit in southern California. Stein further stated that he and his family over a period of the last few years have acquired all stock and interests in the complete chain.

one minute and vice versa the next. Never give up, he counseled his audience of over one thousand.

Senator Keating talked of the Communist menace, and he was a bit nostalgic as well about the early films when the titles on the screen taught him to read.

Jolson \$40,000 Bequest Received By Hospital

NEW YORK—The executors of the estate of the late Al Jolson have forwarded to the Will Rogers Hospital a check for \$40,000 which was bequeathed to "The Entertainment Industry's Hospital" by the entertainer.

S. H. Fabian, treasurer of Will Rogers, observed that a legal technicality was encountered by the indefinite designation, and it became the problem of legal advisors and the executors to establish the identity of the Will Rogers Hospital as the recognized hospital of the industry and the intended recipient. This recognition is now accredited to the satisfaction of the State of California, where the bequest was recorded, and the State's approval was granted for the money to go to the Will Rogers Memorial Fund in New York City, which operates the Will Rogers Hospital at Saranac Lake, N. Y.

Question of legal origin rose out of the confused early history of the hospital movement, which began after the first World War, and evolved into a chain of developments among vaudeville interests. NVA built the actual sanitarium in 1930. There followed a period of alternating success-peaks and economical crises resulting, in 1949, in a transfer of title and management to the Will Rogers Memorial Fund, administered by some 58 executives from all phases of the entertainment industry.

The operation of Will Rogers Hospital has remained in these hands ever since, and its healing service extended to cover all employees in entertainment, and all chest diseases.

According to A. Montague, president of Will Rogers, "This money will be put to good use in channels the beloved Al Jolson, himself, would most desire—to enrich the contributions his representative hospital can make to the health betterment of his industry's own people, and to all mankind. This will be accomplished through the three new buildings now nearing completion to pave the way for more patients, and in launching the new research team coming into the hospital's presently expanding O'Donnell Memorial Laboratories early next summer when the expansion will have been completed and the laboratories re-equipped and made ready for the greatly stepped-up research program.

"For more than five years Charles Schwartz, one of the executors of the Al Jolson estate, and partner in the New York law firm of Schwartz and Frohlich, stayed on top of this and advised the Will Rogers Fund on legal procedure in securing the \$40,000—and we are grateful to him."

Cinema 16 In 15th Year

NEW YORK—Cinema 16, America's largest film society and distribution center for 16 mm experimental films, has launched its 15th season. The non-profit organization will present its membership of close to 5,000 with 16 programs of shorts and features, many from abroad. Featuring this year the works of exciting new directors, the film society screens its offerings at the Beekman and Murray Hill Theatres as well as the Fashion Trades Auditorium in this city. More than 250 experimental and avant-garde films are included in the current Cinema 16 catalog for 16 mm rental.

Disney, Hitchcock Top Allied Poll; Wood, Heston, Prentiss, Beatty Win

DETROIT—Walt Disney has been chosen producer of the year by Allied exhibitors. Ben Marcus, convention chairman, announced that a large majority of the ballots returned by the theatre owners had designated Disney as the producer who had contributed most to the motion picture industry during this past year.

"The consecutive release of "Swiss Family Robinson," "Absent Minded Professor," "One Hundred And One Dalmations," "The Parent Trap," and "Nikki, Wild Dog Of The North" certainly made this a Walt Disney year," commented Marcus. "These outstanding productions did a great deal to boost exhibitor morale as well as to increase theatre attendance. Coming at a time when many exhibitors were under attack by their communities because of the questionable moral theme of many motion pictures being shown, these wholesome, entertaining and well-attended attractions were a welcome relief. The exhibitors have taken this opportunity to express their appreciation to Walt Disney and to wish him well for many, many more years of continuing success in furnishing his unique motion picture entertainment to the theatres of the world."

Disney has been invited to receive his award at the National Allied Merchandising Convention at the Eden Roc Hotel in Miami Beach, Florida, and to be honored in person by the exhibitors at the Allied Award Banquet on Thursday, Dec. 7.

Marcus also announced that Natalie Wood has been voted actress of the year and Charlton Heston actor of the year. Miss Wood, who has starred in many important productions since her Academy Award nomination for "Rebel Without A Cause," recently has been seen in "Splendor In The Grass" and "West Side Story."

Heston established his stature in "Ten Commandments" and "Ben Hur" and is also starred in "El Cid," which is scheduled for Christmas release.

Alfred Hitchcock was voted the outstanding director, and Paula Prentiss and Warren Beatty were voted the outstanding new motion picture personalities of 1961.

The Coca-Cola Company will sponsor the Allied Awards Banquet in the Pompeian Room of the Eden Roc on Dec. 7.

Marcus, announced that speakers at the convention will include Emanuel Frisch, chairman of the American Congress of Exhibitors; Charles E. McCarthy, executive vice-president of the Council of Motion Picture Organizations; and Richard F. Walsh, president of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators.

W. J. Turnbull, president of National Theatre Supply Company, and C. J. Mabry, president of Motion Picture Advertising Service Company, jointly announced that they will host a convention luncheon in the Empire Room of the Eden Roc on Dec. 6 at which the editors and publishers of the motion picture industry trade press will be honored.

Pepsi-Cola executive Norman Wasser and Marcus revealed that the Pepsi-Cola Company will be host to exhibitors at the convention at a Calypso Party on the evening of Dec. 5. The Pepsi-Cola Calypso Party will feature an outdoor reception, cocktail party, and barbeque at Harry's American Gardens.

American-International Pictures will host the convention luncheon on Dec. 5, and featured convention speaker there will be Dr.

Canada Telemeter Test Adds 1,000 New Families

NEW YORK—Concurrent with a major expansion of programming, Telemeter is moving ahead to broaden the pay tv test area, in Toronto by extending the cable system to encompass an additional 1,000 subscribers, it was announced by J. J. Fitzgibbons, president of Famous Players Canadian Corporation.

Plans have been completed to construct pay tv cable facilities in an area adjacent to the Toronto suburb of Etobicoke, site of the pilot Telemeter operation. The cable extension will be in the Mimico-New Toronto section.

The Famous Players executive pointed out that the new 1,000 subscribers will strengthen representation of certain economic levels of the population, and will provide a more comprehensive population mix.

LA Papers Ballyhoo Holiday Film Fare

LOS ANGELES—All four downtown Los Angeles newspapers—Times, Examiner, Herald-Express, and Mirror—came out with a full-page spread recently on the coming holiday season of new film product.

Nine Hollywood studios—Allied Artists, Columbia, Walt Disney, Metro-Goldwyn-Mayer, Paramount, 20th Century-Fox, United Artists, Universal-International, and Warner Bros.—and 26 pictures were mentioned in art and stories, with the slogan "Holiday Movie Season Is Here Again."

Among pictures pictorially represented were "El Cid," "Advise and Consent," "Babes In Toyland," "Bachelor in Paradise," "Summer and Smoke," "Blue Hawaii," "The Second Time Around," "West Side Story," "Judgment at Nuremberg," "A Pocketful of Miracles," "Flower Drum Song," "The Outsider," "A Majority of One," and "Roman Spring of Mrs. Stone."

In addition to the downtown dailies, the Hollywood Citizen-News, Beverly Hill Citizen and Valley Times Today carried the special holiday salute to the film industry.

Frederick M. Wirt, associate professor of government at Denison University, who will address the delegates on "The Dangers of Censorship." American-International will be represented by Milton I. Moritz, director of advertising and publicity.

Burton Robbins, president of National Screen Service Corporation, and Marcus announced that the Thursday convention luncheon will be sponsored by National Screen Service. The Thursday morning business session and the luncheon will feature modern methods of merchandising motion picture product.

Lee Artoe, president of Electro Carbons, will host a cocktail party for the convention delegates on Wednesday evening.

Alexander Film Company has invited the officers and directors of Allied States Association and their ladies to a reception and cocktail party in the Ocean Lounge of the Eden Roc on Saturday evening, Dec. 2.

The National Allied board of directors will meet to elect officers, adopt the 1962 budget, etc., preceding the convention.

Public Boycott Urged To Fight Segregation

CHAPEL HILL, N. C.—The executive committee of the Chapel Hill Committee for Open Movies, which recently began picketing the Varsity here in an effort to force it to integrate its audiences, has issued a public statement asking people to boycott the house.

The statement, signed by John William Brent, said "Every member of this community whether he wishes us well or ill, is urged to boycott the Varsity." It said, "Your refusal to attend this theater will indicate your disapproval of the theater's admission policy. If you agree that this discrimination is a social injustice—boycott the Varsity."

"It is morally wrong for this nation to preach the extension of freedom and social justice throughout the world but to deny social justice and equality to the Negro in this country," the statement declared. "Nevertheless, segregation would be morally wrong even if the international situation had not focused such great attention upon this problem in the United States. All men are not equal, but all men are entitled to certain basic rights, and these rights include the right not to be discriminated against on the basis of race, color, or creed by business establishments serving the public. To set up such an indiscriminate barrier as race is a social injustice and thus morally unacceptable."

"The reason for picketing the Varsity Theater is that the practice of not accepting members of the Negro race is unacceptable. While the Carolina is not admitting all the members of the Negro race who wish to attend, it does at least admit Negro students from the University of North Carolina. Although this is not a permanently acceptable policy, it does at present mark a temporary beginning toward the desired end, with the promise of complete integration."

Atlanta Negroes Plan Next Integration Step

ATLANTA—The deadline set by the Committee on Appeal for Human Rights for theatre owners here to meet and discuss plans for "desegregation by the first of the year" came and went with none of the owners appearing for the requested meeting.

Charlie Black, spokesman for COAHR, said later that as a result of the failure of the movie people to show up for the meeting, "direct action on the part of the Negroes would be forthcoming."

The meeting was the second scheduled by Negroes in an attempt to integrate movie houses here. Black said that four of the seven owners contacted Nov. 2 had replied by mail, saying that they would be unable to attend the meeting. The other three failed to reply in any way, he said.

It had been implied previously by the group that if the meeting failed to bring results, picketing and stand-ins would be the next step. Referring to COAHR's next move, Black only said that his organization felt they had discharged their obligation to the theatre owners.

"Our next step will be in the direction of direct, nonviolent, and legal action," he said. "We do not feel it necessary to give notice to the theatre owners as to when the next move will come."

Theatre owners and managers declined to comment for publication on the meeting or their failure to attend. Many of them said that they had received strongly worded letters from several of their patrons demanding that the movie houses be kept segregated.

U-I Toppers Abroad For Sales Meetings

NEW YORK—Universal president Milton R. Rackmil, accompanied by vice-president and foreign general manager Americo Aboaf, planed out from New York City for Europe after the Thanksgiving holiday to begin their annual series of sales conferences and to inaugurate overseas plans for the company's forthcoming Golden Anniversary celebration.

Key U-I representatives from all of Europe are gathering at the three meetings—the first of which was to begin in Paris on Nov. 25, to be followed by similar conferences in Frankfurt, on Nov. 28, and in Rome, on Nov. 30. Also present at the meetings from New York will be assistant foreign manager Ben M. Cohn, who is currently in Europe.

Rackmil will present the European delegates with first-hand information on the company's current success and will outline future prospects and production activities. Aboaf will review recent gratifying performances overseas and plans for the company's Golden Anniversary celebration, as well as for the Presidential Sales Drive, in which U-I offices throughout the world will participate.

Delegates will screen a number of the productions scheduled for European release in 1962, including "Flower Drum Song," "Lover Come Back," "The Outsider," and "Six Black Horses." In addition, they will see rushes from such productions as "Cape Fear" and "Lonely Are The Brave."

Perlberg-Seaton To MGM

HOLLYWOOD — William Perlberg and George Seaton have signed a long term contract with Metro-Goldwyn-Mayer, it was announced by studio head Sol C. Siegel.

One Industryite Named To Columbus 15-Member City Film Review Board

New TOA Delegation For COMPO Exec Group

NEW YORK—John Stembler, president of TOA, has named a new delegation to represent that organization on the executive committee of COMPO.

Sam Pinanski, who is TOA's representative on the COMPO governing committee, continues as chairman of the TOA group on the executive committee. Others in the delegation are Thomas Friday, alternate; Edward Fabian, William Thedford, Morton Thalhimer, Jr., LaMar Sarra, C. E. Cooke, and Solomon M. Strausberg.

Those serving last year, besides Pinanski, were Walter Reade, Jr., Myron Blank, Morton Thalhimer, E. D. Martin, Ernest G. Stellings, S. H. Fabian, and M. Spencer Leve.

Del. Theatre To Close

BRIDGEVILLE, DEL.—Sidney Theatre, built in 1948, will close Dec. 2. Ken Holson, manager, was quoted by the Wilmington Evening Journal as saying that people are more occupied with churchwork and community affairs than they were 15 years ago and that the closing symbolizes the end of an era when people sought entertainment. The builders, Mr. and Mrs. Tom Ayers, also operate theatres in Seaford, Del., and Georgetown, Del. The Sidney replaced the old Keller, leveled many years ago by fire.

COLUMBUS, O.—Ed McGlone, RKO city manager, is the sole industry representative named to the new 15-member city film review board, to begin reviewing film here Dec. 1. McGlone was appointed to a two-year term.

Appointments by Mayor Ralston Westlake were unanimously approved by City Council. Ordinance establishing the board became effective Nov. 22 but appointments were dated from Dec. 1. The board is expected to name a chairman at its first meeting.

Members include: Three-year terms—R. Patrick West, attorney; Kenneth N. Olbert, principal of Barrett Junior High School; Mrs. Lucinda N. Madden, attorney; Nelson L. Newsome, director of Spring St. YMCA; and Mrs. Lucille Burke, Juvenile Court probation officer.

Two-Year terms—McGlone; Mrs. Ethel C. Neighbors, housewife; Mrs. Violet Collins, housewife; K. F. Siens, plumbing firm executive; and Victor Goodman, attorney.

One-year terms—William Edwards, associated with the Ohio Municipal League; James J. Weaver, Long's Book Store; Mrs. Virginia Frakes, housewife; Mrs. Ann G. Highfield, associated with her husband in the lumber business; and Jay Smith, chief county probation officer.

Board members are unsalaried but will receive expenses. Members will view films at regular theatre showings, paying regular admissions. As few as five members may view a film, with a majority vote of three deciding whether a film shall be cited for violation of city or state anti-obscenity laws.



Seen at the recent fifth San Francisco Film Festival, top row, left to right, are Jorge Ferretes, director, Mexico City International Film Festival; Irving M. Levin, California exhibitor and director of the San Francisco Film Festival; Mexican director Ismael Rodriguez, first prize winner for "Animas Trujano"; Columba Dominguez, the film's star; and the Mexican Consulate General; Arthur Mayer, New York importer-exhibitor and jury member; Mrs. Sperie Perakous; Sperie Perakous, Connecticut exhibitor and producer of prize-winning "Antigone"; Lev Arnstam, Russian director; John Hubley, New York cartoon-

ist-director of prize-winning feature, "Of Stars and Men"; Nina Drobysheva, Russian star of prize-winning "The Clear Sky"; bottom row, left to right, Dick Coe, columnist Washington Post; Arline Sax, star of U.S. entry "Glass Cage"; Paine Knickerbocker, San Francisco Chronicle critic; Fred Zinnemann, Hollywood director; Levin; Josef Von Sternberg, American pioneer director and jury member; and Arnstam; the theatre at which the festival was held; Mexican producer Hector Fernandez; Mrs. Perakous; and Von Sternberg. Despite lack of Hollywood participation, the festival was considered a great success.

Schine's New Indoor Ski-Dek Seen Area For Theatre Diversification

BOSTON—A new kind of theatre diversification was shown here at the New England Winter Sports Show at the First Armory, Nov. 16-19, by G. David Schine, president of Schine Theatres. Called Ski-Dek, indoor skiing, it is being geared to open around the country with 1,000 ski centers planned within the next three years.

These centers, Schine said, could be in existing theatres, closed neighborhood houses, bowling alleys which might be reconverted, and in newly built units.

Schine, in Boston to show the first actual operation of the unit before the public, said he will open the first one anywhere in the world, a converted Schine theatre, the Riverside, in Buffalo on Jan. 15, the first of the projected 1,000.

"We took an existing theatre and completely gutted it to open the first Ski-Dek," he said. "The first public showing of this new universal sport anywhere in the world was here in Boston." The Buffalo Ski-Dek center in the renovated theatre, now nearing completion, will be the prototype of the centers to come, complete with Alpine decor, warming hut, snack bar, ski shop, and accommodations for up to 300 spectators.

The centers will be sold on a franchise basis, Schine said. "They will be franchised or lease basis, a minimum against a percentage, and the rate of return will be around 25 per cent of total cost at a conservative figure." He said the units will be placed in six key cities in the first year.

Boston will be next after Buffalo, and a Ski-Dek center is being planned in the Cambridge, Mass., area on one of the biggest traffic roads coming in and out of Boston to follow the Buffalo opening.

Some 20 franchises are set within the next few months, with 200 centers planned in 12 to 14 months. Most of the franchise holders will be theatre investments and chain theatre investments, Schine stated.

The centers will be set up with standard admission prices of \$1.50 from 10-6 for the first hour, and 65 cents for every half hour thereafter. In what is called "prime time," from 6 at night on, admissions will be set at \$1.75 and 75 cents each half hour after the first hour. Children's prices will be \$1 for the first hour, and 50 cents per half hour.

Ski-Dek was designed by skiing champion Ray Hall while an instructor at Aspen, Colorado, ski resort three years ago. Since then more than \$300,000 has been spent in research and development to bring it in, Schine said.

The huge bank of endlessly moving slopes on which both beginners and experts can ski exactly as if they were on snow, and the specially treated surface permits skiing under ideal conditions, as if there were two inches of powdered snow on a firm base, and frees the sport from the vagaries of weather.

Harry Unterfort, Schine Theatres, in charge of Ski-Dek operations, said that plans call for six attendants for 10 slopes. Each Ski-Dek unit is considered a slope, and in a center with 10 Ski-Deks, skiers can go from one slope to another. How long a run the skier makes depends upon the individual, as one half hour spent on the sloping Ski-Dek is equal to 1-1/2 hours on an actual mountainside.

(Continued on page 10)

Court Denies Rehearing In Atlanta Censor Suit

ATLANTA — The Georgia Supreme Court denied a motion for rehearing of two cases dealing with movie censorship in Atlanta.

The denial was on a motion to rehear cases involving the City of Atlanta vs Lopert Picture Corp., the company which recently showed "Never on Sunday" in an Atlanta theatre.

The state court two weeks ago threw out a lower court decision which had ruled movie censorship unconstitutional. The lower court decision was made by Fulton Court Judge Luther Alverson.

In reversing him, the Supreme Court said Judge Alverson erred in overruling the Board of Censor's objection to an injunction against the board. The court said in effect the case was brought to the high court by an improper legal channel.

NT&T Promotes Levin

LOS ANGELES—Irving H. Levin has been elected a vice-president of National Theatres & Television, Inc., by the board of director, it is announced by Eugene V. Klein, president of the company.



The NEW YORK Scene By Mel Konecoff

DAVID FLEXER, president of Inflight Motion Pictures, Inc., which installs projection equipment on cross country and overseas jet planes, thought at lunch at the 21 Club that exhibitors should be grateful to his company for reintroducing many people to motion pictures.

In an audience reaction check, he has found that the lost audience is not permanent, and that viewers like what they see as "captive audiences." Warners was the only company not represented among the pictures shown thus far, but it's expected that they'll be included in the

near future.

Columbia's "Scream of Fear" has gotten the best reaction so far, he claimed. Bookings are evaluated carefully because of the varied nature of the audiences, and no Legion condemned films or those denied a Code seal are played.

At the moment, 12 TWA planes are showing the Inflight films, and this line will expand that number by adding 26 new planes in the process of being delivered. At the end of the year, when TWA's exclusive contract runs out, other interested airlines will join the Inflight family, and by the end of 1962 some 150 planes will be in flight with Inflight.

Flexer is working closely with projectionist unions, and service stations will be increased throughout the world. Distributors are paid on a per flight basis. He estimated it costs \$22,000 to equip a plane with two projectors, which is a departure from the single installations at the start when the showings were confined to first class sections. These are being modified to include tourist sections as well, which will be the policy on future installations.

Also present from the Inflight organization were Max Fellerman, W. C. Bryant, Robert Pique, Alfred Gottlieb, Dan Skouras, and Al Tamarin.

UNDERCOVER DEPARTMENT: Anybody ever hear of author Ian Fleming? Or British secret service agent James Bond? It seems that both have become extremely popular with the book-reading public over the last several years (some 280,000 paper backed books are sold monthly in England alone), and this plus the interesting yarns themselves have prompted producers Albert R. (Cubby) Broccoli and Harry Saltzman to plan a series of features on the novels and their hero for United Artists release.

The first will be "Dr. No," which will get under way in mid-January before the cameras in Jamaica and in the studios in England at a cost of a million dollars in color and with an unknown cast. Actor Sean Connery will portray the secret agent, and the pair reported that they expect to make one film every year or 18 months as soon as the reaction is in on the initial production. They have the rights to all of the Fleming books, nine already published and one to come next year. A thorough campaign is in the works to acquaint those amongst the public who aren't Bond-conscious, and by the time the first film is ready for release next fall, advertising publicity head Fred Goldberg says, he'll be pretty well known.

ASIDE to APPLE ANNIE: Thanks for the apple. It was delicious.

LA Lido Renovation Latest For NT&T

LOS ANGELES—In line with Fox West Coast Theatres' expansion and business building program, the Lido becomes the latest showplace to be given a deluxe, \$100,000 facelift, it is announced by William H. Thedford, Pacific Coast division manager.

The Lido reopens following extensive modernization which incorporates the latest in viewing pleasure, luxury, and comfort for moviegoers.

Seating capacity consists of 550 new American bodiform springback general admission seats and 250 springback loges. Tailored to improve sightlines and ease of viewing, comfort and lots of leg room are assured by a spacious seating plan which provides a distance of 36 inches between rows of seats, back-to-back, and 38 inches between those in the loge sections, Thedford said.

An important feature is the installation of a refrigeration system to provide year 'round comfortable temperatures.

Other features include a new facade of imported marble, massive aluminum and glass display cases, new boxoffice, marquee, and vertical sign.

Luxurious new stage draperies, carpeting, modernistic lighting fixtures, new decor and lighting design have been created for the entire theatre.

In addition, a parking lot adjacent to the theatre, has been resurfaced to provide additional parking space.

N.Y. Variety Tent Steps Up Activities

NEW YORK—Variety Tent 35 has blue printed a program of stepped up activities, starting with an election luncheon on Nov. 28, a luncheon for its ladies's Barkerettes auxiliary on Nov. 30, an installation luncheon and Tent 35 AGVA raffle on Jan. 16, heavy participation in Variety International's convention in Dublin in May, a grand ball, reception, dinner dance at a date to be determined, and several other projects still on the drawing board.

The election luncheon on Nov. 28 was to be held at the Hotel Astor. Paid up members will be guests of the Tent. The Tent's nominating committee composed of Ira Meinhardt, chairman, William J. German, Edward Fabian, Harold Klein, Edward Lachman, and Mort Sunshine was to present a slate of 11 canvassmen for election, including Charles A. Alicoate, present chief barker; Irving Dollinger, Bud Edele, Walt Frammer, Salah Hassanein, Jack H. Hoffberg, Jack H. Levin, Robert K. Shapiro, Charles Smakwitz, George Waldman, and Harold Zeltner.

Luncheon chairman Levin is lining up a program for the luncheon. Among honor guests will be Abraham J. Gellinoff, a barker of Tent 35 who was recently elected a Justice of the State Supreme Court.

Irving Allen, chief barker, and Monty Berman, past chief barker of the London Tent, were guests of New York Variety at Luncheon at Sardi's reporting highlights of the progress made for staging the Variety International convention at Dublin in May. The London Tent is cooperating with the Dublin Tent on this event. Allen and Berman advised their New York hosts that the London Tent will be host to visiting barkers traveling to their city from the Dublin convention at luncheon or dinner. They indicated that the Variety International Convention in 1965 will in all probability be held at Monte Carlo.

Barkerettes of Tent 35 will attend a luncheon on Nov. 30 at the Roman Gardens of Hostaria Borghese, at which Mrs. Al Steen, chief barkerette, and Mrs. Harold J. Klein, membership chairman, will acquaint members of the auxiliary with the aims, projects, and purposes of the Tent.

New Office For Fox

INDIANAPOLIS—Twentieth Century-Fox opened a completely remodeled building as their exchange office here this week, it was announced by Clarence Hill, manager of branch operations.

Verne Fletcher, Indianapolis branch manager, reported that the new exchange building would have every modern facility for a quick and efficient operation to aid all exhibitors in every possible way.

Newly decorated sales and booking offices have been refurnished with modern furniture in keeping with its modern decor. The new branch office will have space for a shipping and inspection room, and a storage vault for prints.

MGM Managers Switch Jobs

NEW YORK—In a switch in branch manager assignments, Leroy H. Smith will move from Des Moines to Minneapolis and Vincent F. Flynn will move from Minneapolis to Des Moines, it was announced by Robert Mochrie, MGM's general sales manager.

Smith, who has been with the company for 25 years, has been Des Moines branch manager since July, 1960. Flynn, who has been with MGM for 18 years, has been Minneapolis branch manager for the same time.



LONDON Observations

by Jock MacGregor

IMPROVED CONDITIONS, added comforts, new decorations, and the latest projection equipment are paying big dividends for those British exhibitors with the faith in the industry to give their houses a face lift. Recently, Rank all but gutted the Streatham Astoria in a couple of weeks or so and re-opened it as a Top Rank luxury Odeon. Now distributors are rubbing their eyes at the greatly increased figures being returned despite a reduction in capacity to give added leg room. It appears the public is shopping as much for comfort as entertainment.

The full treatment has now been given to the Odeon, Woking, a dormitory area which might be described as being to London what, say, Scarsdale is to New York. In addition to a new proscenium, furnishings, decoration, and equipment, 293 back stalls have been removed to provide for a new entrance lounge. This replaces the original entrance leading directly from the small and narrow main foyer and eliminates the consequent "howling gale," to quote an employee, which was notorious with patrons.

The reopening after a two week closure was handled in style by A. H. Campbell, W. A. Hockman, C. F. Booth, John Read, and manager A. F. Gordon Jefferies, who were all present to look after our comforts at the theatre and ensuing reception. A fanfare from trumpeters preceded the official opening by the chairman of Woking Council. A goodly array of stars and models appeared on the stage before the screening of "Back Street" adding glamor to the evening. John Behr and his publicity team were always much in evidence.

NO ONE has contributed more to British films over so long a time as Sir Michael Balcon. His foresight and initiative have been the drive behind many of the most successful set-ups. His latest venture is the marrying of the Bryanston group with Seven Arts in a new company headed by Maxwell Setton, Kenneth Shipman, Kenneth Hyman, Richard Patterson, and himself to develop, finance, and distribute British films of international significance in both story value and cast.

Five or six international pictures are anticipated annually. The first will be Balcon's own production of W. H. Canaway's best seller, "Sammy Going South." This will be followed by Woodfall's production of Henry Fielding's classics, "Tom Jones," with Albert Finney starring. Seven Arts will release in the U.S. through a major distributor or a Bryanston outlet such as Continental Distributing, Inc. Elsewhere, Lion International will handle.

PUBLICISTS make news. Alan Tucker has resigned from Columbia to form his own public relations set up and is being succeeded as publicity chief by Patrick M. Williamson, who has come up the hard way, having spent 17 years in various grades in the department. Former Daily Mail show business columnist Edward Goring has joined Rank Theatres as press officer. Film publicity can do with some recruits with first hand knowledge of newspaper work. Some publicists do not appear to realize that a properly captioned photograph impresses far more than an outsized press show invitation which causes an irritating bulge in the pocket. After all, it is what is seen on the screen that registers. John H. Dennett, former tradepaperman and Rank publicity chief, has been appointed to the board of Odhams Press, Ltd., and advertising manager of the company's many magazines and periodicals. With parking meters coming to Film Row, ever alert ad chief Al Shute has designed trade paper spreads showing the stars of the current line-up superimposed at the meters outside Warner Pathe House and coined the slogan: "It's worth the paying time when you're booking this king of playing time!"



Nancy Kovack, playing Medea in Charles H. Schneer's Columbia production of "Jason and The Golden Fleece," now filming in Italy, reigns as Queen of the U.S. Marine Ball at a gala diplomatic and military celebration held in Rome to commemorate the 186th anniversary of the corps. Among the guests of honor are Mr. and Mrs. Charles H. Schneer, U.S. Ambassador to Italy Frederick Reinhardt, Mrs. Reinhardt, Miss Kovack, and her escort, Major Francis W. Tief, Marine Corps attache assigned to the Embassy.

CANADIAN Highlights

By Harry Allen, Jr.

THE ANNUAL MEETING and luncheon of the Motion Picture Theatres Association of Ontario again started off an industry week of meetings in Toronto Nov. 27. Guest speaker for the luncheon was to be Walter Rawcliffe, nationally-known sales promotion and merchandising authority. The MPTAO was to hear reports from committees on such wide-ranging subjects as tax, Sunday movies, and Amendments to Theatres Act. Election of officers also was to be held. The Annual Award dinner and dance of the Canadian Picture Pioneers was to be held at the King Edward Hotel. Ruben Bolstad, vice-president of Famous Players Canadian Corp., was to receive the industry's highest award.

The next day, Nov. 28, the annual meeting of the National Committee of Motion Picture Exhibitors Association of Canada was to meet. A luncheon for delegates was to be given by Adfilms, Ltd., while at the same time the Variety Club of Ontario was to hold its luncheon meeting.

Then begins the two-day meeting of the Motion Picture Industry Council of Canada. Luncheon for the first day's meeting will be sponsored by the Canadian Motion Picture Distributors Association, and on the second day by General Sound and Theatre Equipment, Ltd. The week is topped by the Grey Cup football game.

FILM FESTIVALS will be a prime topic of discussion of both the national organizations, according to E. G. Forsyth, president of the NCMPEAC. The conclusions will be placed before the meeting of the MPIC. Many questions on the subject are to be settled. These include: "Is the success of a film festival measured by the number of paying patrons it attracts?" "How well does the contention that film festivals increase public interest in art-house films stand up?" "Does Canada have too many festivals?"

Another topic will be the amusement tax. Exhibitors need the money now going to the provincial governments. The exhibitors are hoping for its elimination, and plans for advancing the cause throughout the country will be discussed. Underlining the necessity is the fact that 31 theatres in Ontario closed since the first of the year, bringing the total since the beginning of 1960 to 60. Presently, the amusement tax comes to more than \$2,000,000 a year in the province. Aggressive action is sought by Hugh J. Sedgwick, international vice-president of the IATSE, who points out that other unions do not hesitate to take part in drives to reduce or eliminate taxes which affect their industries seriously. Sedgwick has asked Ontario's 20 IA locals to join in the campaign of the Motion Picture Theatres Association in Ontario.

THE MPIC will hear a report from Charles Chaplin, chairman of public relations and boxoffice promotion of the MPIC. Chaplin has sought suggestions for improving business at theatres in a questionnaire sent to all exhibitors in the country. He asked: "How about sending me a letter outlining as briefly as you can your suggestions for improving our business?" Chaplin, a past chairman of the Motion Picture Industry Council of Canada, has been chairman of the committee for a number of years. The highly-successful Academy Award sweepstakes and other forms of promotion based on the Oscar have been developed by his committee with the aid of circuit executives and exhibition and distribution publicity officers.

REEL CLIPS: Newspaper ads placed in Vancouver papers by the British Columbia Exhibitors Association told citizens of Vancouver that "your City Council denies your right to vote." It asked them to mail a coupon in the ad to the Association office, enclosing name and address for inclusion on a petition asking for a plebiscite. . . . Sportsmen's Park Drive-In, with 200-car capacity, was opened as a six-day operation in Clark Lake, Man.

Para. Earnings Up

Paramount Pictures Corporation reports estimated consolidated earnings for the first nine months of 1961 at \$5,310,000, or \$3.15 per share, plus special capital gains of \$980,000, amounting to 58 cents per share, making a total income of \$6,290,000, or \$3.73 a share based upon 1,686,956 shares outstanding at Sept. 30. Comparative total income for the same period in 1960 was \$6,137,000, or \$3.67 per share on 1,673,231 shares then outstanding.

In the third quarter of 1961 consolidated earnings are estimated at \$890,000, or 53 cents per share plus special capital gains of \$558,000, amounting to 33 cents per share making a total income of \$1,448,000, or 86 cents per share. Comparative total income for the same period in 1960 was \$2,405,000, or \$1.44 per share.

Benefit Bow For "Cid"

SAN FRANCISCO—"El Cid," starring Charlton Heston and Sophia Loren, will open a roadshow engagement at the Alexandria with a benefit premiere Dec. 20, sponsored by the Volunteer Auxiliary of the Youth Guidance Center.

"Babes In Toyland" Set For Radio City Holiday

NEW YORK—Walt Disney's "Babes in Toyland" has been selected as the Christmas holiday screen attraction at the Radio City Music Hall, it was announced by Irving H. Ludwig, Buena Vista president, and Russell V. Downing, president of Radio City Music Hall.

The Disney Technicolor musical starring Ray Bolger, Tommy Sands, Annette, and Ed Wynn is based on Victor Herbert's famed musical comedy. The result is a colorful, gay and exciting adventure into the land of make-believe as the two young people in love, thwarted at every turn by a scheming fortune hunter with an eye on the heroine's inheritance, eventually find happiness when the villain receives his comeuppance and romance triumphs over all.

The film will accompany the Music Hall's famed Christmas stage show which will consist of the celebrated pageant of "The Nativity" and a new seasonal spectacle, "Holiday Tidings."

SKI-DEK (Continued from page 8)

Ski-Dek is made and franchised by Ski-Dek Corp. Officers are G. David Schine, president; Cyril Farny, chairman of the board; Raymond Hall, vice-president; J. Myer Schine, treasurer.

Ski fans in the greater Boston area gave the Ski-Dek the nod of approval after giving it the overall scrutiny at the sports show. Its possibilities in the ski business are many and varied from costumes to equipment. Centers will be specially air conditioned with streams of cool air directed up each slope at high velocity to heighten reality. Ski boots, skis, and poles will be provided free. There will be no charge for spectators.

Schine predicted that Ski-Dek will outgross bowling alleys, into which many theatre chains have diversified.

He predicted it will even supplant them in many cases. He envisioned that some bowling alleys will be converted into Ski-Deks as soon as their potential is realized. While some closed neighborhood theatres will be potential locations for the new sport, Schine envisioned that most franchise holders will build their own housing.

Estimated gross for a 10 deck Ski-Dek center is around \$9,000 weekly, Schine estimated. The first Ski-Dek in the renovated theatre in Buffalo is expected to take care of 144 skiers per hour, with room and facilities for 300 or more onlookers. Extras will be music, refreshments, shops, and entertainment and ski instruction classes. Centers will make tieups with ski instructors, classes, and ski people.

Bill Döll, well known motion picture and legit theatre publicist and exploitation man, accompanied Schine to Boston for the first public demonstration of the new attraction.

MGM-Cinerama Pic For July 4

NEW YORK—"How the West Was Won," drama covering a half-century of American history, will be Metro-Goldwyn-Mayer-Cinerama's July 4 gift to the nation.

First dramatic story to be told in the Cinerama process, "How the West Was Won" has completed 80 per cent of filming with one more episode still to be filmed. Locations from Kentucky to California and from Oregon to the Mexican border have been utilized to give authenticity to the important production.

Decision on world premiere city will be made after film has been completed. Local premieres, however, will be staged in each city which has a Cinerama theatre.

Col. Ups Williamson

NEW YORK—Patrick M. Williamson has been appointed director of advertising and publicity for Columbia Pictures of Great Britain and Ireland, it was announced by Jonas Rosenfield, Jr., Columbia vice-president in charge of advertising and publicity, following meetings in London with Kenneth N. Hargreaves, managing director of the company's British corporation. The announcement follows the resignation of Alan Tucker. Williamson will take up his new duties Dec. 4.

AA Votes Dividend

HOLLYWOOD—Announcement has been made by Steve Broidy, president of Allied Artists, that at a meeting of the executive committee of the board of directors held at the Hollywood home office, payment of the Dec. 15 quarterly dividend of 13¾ cents per share on the company's 5½ per cent preferred stock was authorized.

Once in a generation...a motion picture explodes into greatness!



Spencer Tracy Burt Lancaster Richard Widmark
Marlene Dietrich Judy Garland Maximilian Schell
AND AS IRENE HOFFMAN
Montgomery Clift
STANLEY KRAMER'S
Judgment at Nuremberg

William Shatner • Edward Binns • Kenneth MacKenna • Werner Klemperer • Alan Baxter • Torben Meyer • Ray Teal
Martin Brandt • Virginia Christine • Ben Wright • Joseph Bernard • John Wengraf • Associate Producer Philip Langner
Music by ERNEST GOLD • Written by ABBY MANN • Produced and Directed by STANLEY KRAMER

ROAD SHOW ENGAGEMENTS FOR 1961

NEW YORK CITY, PALACE THEATRE - DECEMBER 19th
MIAMI BEACH, LINCOLN THEATRE - DECEMBER 20th
LOS ANGELES, PANTAGES THEATRE - DECEMBER 21st

ROAD SHOW ENGAGEMENTS NOW SET FOR 1962

BALTIMORE • BOSTON • CHICAGO • CINCINNATI • COLUMBUS
DETROIT • KANSAS CITY, MISSOURI • MILWAUKEE
MINNEAPOLIS • MONTREAL • PHILADELPHIA • PITTSBURGH
PORTLAND, OREGON • SALT LAKE CITY • SAN FRANCISCO
SEATTLE • TORONTO • WASHINGTON, D. C.

INTERNATIONAL ENGAGEMENTS FOR CHRISTMAS OF 1961

AMSTERDAM • ANTWERP • ATHENS • BERLIN • BOGOTA
BOLOGNA • BRUSSELS • BUENOS AIRES • CARACAS
COLOGNE • COPENHAGEN • DUSSELDORF • FLORENCE • FRANKFURT
GENOA • HAMBURG • HELSINKI • HONG KONG • LIMA • LONDON
MANILA • MEXICO CITY • MILAN • MONTEVIDEO • NAPLES
PANAMA CITY • PARIS • ROME • SAN JUAN • SANTIAGO
STOCKHOLM • STUTTGART • TEL-AVIV • TURIN • VIENNA • ZURICH

POLICY

United Artists and the Stanley Kramer organization have constructed a marketing procedure to turn world attention on **JUDGMENT AT NUREMBERG**.

To derive maximum boxoffice returns for the exhibitor, producer and distributor, a pre-release program has been developed. The American and foreign engagements in December — all backed by total-penetration campaigns of quality, originality and scope — will start the deluxe showcasing of this electrifying entertainment. Additional engagements in specially selected cities throughout the world will follow early in 1962.

In **JUDGMENT AT NUREMBERG**, Producer Stanley Kramer has recreated one of the most dramatic events of our generation — with star values — with excitement — and with such greatness that United Artists proudly rises to the challenge of making this motion picture one of the most impressive presentations ever offered.



Arnold M. Picker
Executive Vice President
United Artists Corp.

ALBANY

James E. Benton, Benton Theatres and other enterprises, was reelected Mayor of Saratoga Springs for a second term. The Chief Executive operates the Strand and Champlain, Plattsburgh; owns the Capitol, Whitehall and the State in Mechanicsville, and others conducted for years by his late father, William E. Benton. The Congress in Saratoga is no longer used as a theatre, but the Mayor owns the Grand Union Motel there. An officer in the Army in World War II, he is a graduate of Holy Cross College; and is highly popular and respected in the motion picture industry. . . . Announcing the applications of some 35 new members, Chief Barker G. Brandon Donahue, local Variety Club announced a meeting at the clubhouse for election of a new Crew and Canvassmen. . . . George Lourinig, area supervisor, Fabian Drive-Ins; and his wife, a cashier at the SW Strand, were late vacationists . . . WAST, SW owned television station here, will provide live coverage of the Legislature's opening on Jan. 3. . . . The Hellman name, associated with motion picture exhibition for more than half a century, and in recent years with motel operation also, is now to be linked with a convention hall and an executive building in Albany, both structures to cost a total of \$1,000,000; and to be built by Neil Hellman on upper Washington Avenue west of his Thruway Motor Inn. The 1050 seat Hellman Memorial seating facilities will augment those of the convention hall. Spring has been set as completion date for both structures. . . . Clifton E. E. Bradt, 62, for some years motion picture-drama-art critic, Albany Knockerbocker News, and more recently editorial writer on the paper, died in his sleep. He has been in failing health. He is survived by his wife and sister. . . . The allegedly wide-scale fraudulent activities of Patrik Silverio, Plainville, Conn., in the "sale" of advertising at drive-ins came to an end with his arrest near Sidney by State Police. He was taken into custody after accepting \$100 from Mrs. Georgia Deakin, co-owner of a trailer park, for advertising to be shown at the Unadilla Drive-In next season. It was found that he was wanted in other New York places, in Connecticut and Virginia.

ATLANTA

E. E. Whitaker has been named executive vice-president Georgia Theatre Company by John W. Stembler. . . . The Peachtree Drive-In was held up and robbed of \$481 by two youthful gunmen. . . . Virginia Grey was in to meet the press for U-I's "Back Street", Loew's Grand . . . Cyrus Strickland closed his Royce, Royston, Ga. . . . Ted Jones, operator, Grand, Bessemer, Ala., took over the Lincoln from Sam Raine and Sam Maple. The Lincoln caters to Negro patronage . . . Martin Theatres is closing the Fitzgerald Drive-In, Fitzgerald, Ga. . . . The McLeondon Circuit has taken over the Rabun, Clayton, Ga. . . . Martin Theatres has reopened the Sam Davis, Pulaski, Tenn., and closed the Moon-Glo Drive-In . . . The Rex, Alexander City, Ala., has been taken over by Harold Towns, from Dennis Goodwin . . . Glenn Norris, general sales manager, 20th-Fox, held a one-day regional sales meeting here for branch managers of Atlanta, Dallas, Jacksonville, New Orleans, Memphis and Oklahoma City . . . Fred G. Weis, Savannah, Ga., theatre owner, has entered a hospital there for treatment . . . D. J. Edele, southern district manager, United Artists, told delegates to a tristate meeting of owners and operators, that 1962 promised to be a 'happy year'. . . . Wayne Chappell, booker, Atlanta office, Martin Theatres, and

Elizabeth Biles were and are spending their honeymoon in Florida. . . . Dan Coursey, branch manager, 20th-Fox, was called to Atlanta due to the death of his mother . . . The Clover, Montgomery, Ala., was sold at auction to J. R. Moffitt, of the Gem, Atlanta, Ga.

BUFFALO

"This industry is healthy and strong only as long as its exhibitors are healthy and strong," declared Marshall Fine, national Allied States president, in to attend a New York State unit meeting in the Variety Club. Fine reiterated the policy of the Allied organization is to "aid the exhibitor wherever and whenever we can" and cited as an example of this policy Allied's current battle against the threat of censorship. "This is a national issue and we are anxious to knock it out whenever it comes up," said Fine. "Censorship is the worst possible thing that could befall the industry," said the Allied head. "It could lead only to future controls and if it comes it will be the exhibitor who will bear the major burden of its costs." At the meeting, it was decided to incorporate the New York organization and to invite more exhibitors in the Buffalo and Albany exchange areas to join up. Officers soon will be elected to carry on the work of the state unit. Sid Cohen is the interim president. . . . More than 125 friends of W. E. J. Martin, retiring drama and motion editor of the Buffalo Courier-Express, attended the testimonial dinner given by Tent 7, Variety Club of Buffalo, in the Hotel Stuyvesant, when Billy Keaton, past chief barker, acted as master of ceremonies, and Mike Ellis, Jr., chief barker; Col. Roy Rumpff, Rochester, northeast regional director of the Loyal Order of Moose, in which Martin has long been active; and James F. Schrader, city editor of the Courier-Express, spoke. A gift of \$100 was presented by the club to Martin, who is also a past chief barker. He also received a handsome scroll signed by everyone who attended the dinner and a 40-inch framed color portrait of himself. Martin now intends to carry on in the public relations field on his own, and Bob Sokolsky has come to Buffalo from the Syracuse newspaper field to take over Martin's post as drama and motion picture editor of the Courier-Express. . . . Earl Hubbard, Jr., prominent in the group sales field of the industry in the Buffalo exchange area, and son of Earl Hubbard, for many years in the theatre ad-publicity field in this neck of the woods, is passing around the stogies. It's a baby girl, Victoria Lynn. . . . In connection with the presentation of "Blue Hawaii," manager Ed Miller of the Paramount put on a contest in cooperation with radio station WEBR, through which entrants were asked to tell in 50 words or less "Why I Like Hawaiian Music." Cooperating in offering prizes in the contest was The Hawaiian Shop and the RCA-Victor Distributing Corp. . . . Frank Mancuso has resigned as head booker at the Buffalo exchange of Paramount Pictures to accept a position with Herb Slotnick of Syracuse, who is opening a chain of hot dog stands in the Buffalo area. Dick Hayes is now an assistant booker at Paramount, and Tony Mercurio is head booker.

CHARLOTTE

The boxoffice of the Center, Winston-Salem, N. C., was held up by an armed bandit who escaped on foot with \$50. . . . In Greensboro, N.C., an overflow crowd had to be turned away from a 6 a. m., "early-early" show at the Cinema, a neighborhood house. Eugene Street, manager, said, "We sold out completely" with college girls, housewives, sales girls, and nurses making up most of the audience. He said he had used the gimmick while

managing theatres in New York state, "but I think this is the first time for these parts." There were only five males in the audience of 580. "Since it was primarily for the ladies, men couldn't come unless escorted by the girl friend," Street said. Street served coffee and doughnuts from 6 a. m. until the curtain went up at 6:45 on "Breakfast at Tiffany's," with Audrey Hepburn. He also provided free taxi service to any who wanted it. However, more than half of the audience was made up of girls from the Woman's College of the University of North Carolina, which is adjacent to the Cinema. "The girls aren't allowed off the campus until 6:30 a. m., but the dean of students heard that some of the girls wanted to go and she passed the word to the house mothers to let them out at 6 a. m. I got them out at 8:45 a. m., in time for 9 o'clock classes."

CHICAGO

Waldo Bail, Balaban and Katz publicity executive (retired) recently died of a heart attack in Bend, Oregon . . . Warner Exchange has completely refurbished their offices on film row. Herman Goldberg from the New York headquarters was here to supervise the remodeling . . . Mrs. Dean (Eileen Kirsch), daughter of the late Jack Kirsch, has named her new baby daughter Jackie Kay in memory of her father. . . . Balaban and Katz have completed an extensive re-seating plan at the United Artists. The theatre boasts the latest in modern, luxurious, custom made seats which have been arranged in a seating pattern to permit the maximum leg room between rows. The new seats feature: foam rubber cushions; rubber padded arm rests; and a revolutionary spring lock. . . . Villas Theatre, closed for the last year, has been converted into a store. Chicago Used Chair Mart dismantled the house and removed a thousand seats. . . . Mel Hanney, veteran showman, was appointed manager of the Town, the city's newest art theatre. . . . Sears Roebuck is selling tickets to "King of Kings" which is being shown at the Michael Todd. . . . "Doc" Bamford, of MGM, has announced the second subsequent run of "Ben Hur" which started in seven hard top theatres . . . "El Cid" will open at the Cinestage on December 21 on a road show basis, at advanced prices. . . . The Montclare Engelwood, and the new Hillside have been added to the booking lists of Si Greiver booking agency. . . . Louis Hess, manager, Casa Mohme, has a new baby daughter, Victoria. . . . Cooney Brothers, veteran theater managers in the Chicago territory, have added the Michigan to their circuit. They have two other theaters, the Biograph and Mode. . . . Frank Standel, of Publix Great States Theatres, is better after eye surgery. . . . Variety Club members are enjoying their newly modernized headquarters at the Pick Congress Hotel. . . . Dick Graff has succeeded Lou Berman as branch manager of Universal. Graff has been Universal's branch manager in Detroit for the past five years. Berman was relieved of his post for health reasons but will continue with special assignments.

CINCINNATI

TOC is booking and buying for the Ohio, Franklin, O., Jim Herb, owner, and for the Majestic, Owingsville, Ky., James Denton, owner. . . . Emil George, long-time exhibitor, sold the Wapo, Wapkoneta, O., to Fred McBee, operator of the Capitol, Delphos, O. . . . George Wolfe, Jr., manager, reports the Chakeres circuit's Trail Drive-In, Ashland, Ky., is to remain open for weekend screenings during winter season. . . . Joe Alexander, RKO district manager, has re-

ported that the campaign for renewal of coupon-ticket booklets at the Albee, Grand and Palace, here, is proving very successful. Patrons are advised to return the cover of used book and receive a two dollar discount toward the purchase of a new ticket-book. . . . A. H. Duren, manager, and J. P. Eifert, sales manager, Warners, attended the re-opening of the Chakeres circuit's Regent, Springfield, O., Nov. 9. . . . Film Row regrets the death of the mother of John Kallmeyer, 20th-Fox booker.

DALLAS

Hayley Mills and Troy Donahue captured the top votes in the "Oscarstars of Tomorrow" contest which was sponsored by Interstate Theatres, McLendon Theatres, Radio station KLIF, and the Dallas Variety Club. Ballots were cast by patrons in each of the Interstate and McLendon theatres during October. The winners will be brought to Dallas for personal appearances. They will dine with 25 lucky voters who will be chosen from random ballots. Sandra Dee came in second and Connie Stevens placed third in the female star race. Horst Buchholz was second with Steve McQueen third in the male race. "This is Cinerama," the first of the series of motion pictures produced in the Cinerama process, is scheduled to come to the Capri on Dec. 22 as the Capri's Christmas gift to Dallas film goers. "This is Cinerama" opened the Capri (then the Melba) as a Cinerama theatre on July 1, 1954, and played there continuously until late April the following year. The current Cinerama attraction at the Capri is "South Seas Adventure," which opened for its first showing here on Oct. 4. . . . Cesar Romero, motion picture star, made a special appearance as international fashion ambassador for Petrocelli Clothes. . . . Interstate Theatres and Sears, Roebuck and Company have reached an agreement whereby the Sears stores in Dallas will offer the services of their Customer Convenience Centers to patrons for obtaining tickets for "King of Kings." The film is currently showing at the Tower. Not only will customers be able to order tickets through these centers in person, but they will also be able to order tickets by mail through the use of special mail order forms which will be available at all check out stands. To expedite ticket ordering, direct telephone lines have been set up from the centers to the Tower. The stores are introducing this innovation for this picture only.

DES MOINES

A second large city in Iowa, Mason City, has become concerned with low quality movies. The City Council adopted a resolution voicing concern over some movies and suggested city regulatory action if no improvement is noticed. Petitions were being circulated by church and civic groups urging city action. One council member suggested the possibility that a curfew or early closing hours for the theatres be enforced in order to bring about self-regulation. The city council also instructed its legal staff to obtain copies of ordinances used in other cities to control films. . . . Earlier, the Des Moines city council had started action on an ordinance to establish a censorship board but dropped the proposal when the theatre owners offered a self-regulation plan. . . . Dick McCauley, manager, Carlisle, Carlisle, Ia., has announced a new family plan of \$1 for the entire family. Regular prices are 50 cents for adults and 25 cents for children. . . . The Strand, Ackley, Ia., will close for a nine-week period including the holidays and reopen Feb. 4.

DETROIT

On Dec. 1, Arthur H. Levy rejoins the Jam Handy Organization as national salesman. Levy has been on leave of absence for several months. During this period, sales manager Martin Zide of Allied Films had been undergoing military training, and Levy replaced him. Levy, a film veteran, was for over 30 years branch manager for Columbia in Pittsburgh. He was also chief barker for the Variety Club of Pittsburgh, Tent 1. He later spent two years as branch manager with United Artists in Washington, and then moved to Detroit to handle the now non-existent DCA office. He is also a former member of the crew, variety club of Detroit, Tent 5. Prior to resuming his duties with Jam Handy, he is visiting his son, wife and grandchild, in Jacksonville, Fla. . . . Recently the W. S. Butterfield Theatres, Michigan's largest out-state circuit, selected four key cities, and in them changed the policy of its B action houses to art films. The experiment has been rewarding. Even as a new market is being found for art films, there have been other pleasant results. William Clark, who heads Clark Theatre Service which buys and books for Michigan independents, stated at an interview that the Butterfield switch is helping the entire industry. Specifically, independents have been getting action product second, sometimes even third run, and in summer behind some drive-ins. "With the absence of a competing first run action house," said Clark, "the independents are now much better off. In Jackson (pop. 52,000) the independent Family formerly played third run action. Now, with first run action and family fare, it is opening the balcony Sundays for the first time in years, according to owner-operator Kenneth Stevens. Thus encouraged, David J. McCarthy has reopened his downtown Easton, a 600-seater, located a few blocks from the Butterfield commercial and art houses in Battle Creek (pop. 50,000), and is pursuing the same policy as the Family, Jackson. William J. Dobslaw is reopening the 980-seat Riviera in Niles (pop. 15,200) by Christmas. Here again the same situation will prevail. Dobslaw is equipping the house for CinemaScope, installing large screen, remodeling front and lobby as indication of his confidence in the situation. Ample product is available for all these situations and will enable my accounts to operate first run, split week, single bill on an action-family type basis and no bidding is contemplated or would even be considered."

JACKSONVILLE

Tommy Hyde, general manager of Kent Theatres, came in from his Fort Pierce headquarters to conduct a two-day company seminar on exploitation, concessions, and general theatre operations. Business sessions were conducted in the executive offices of circuit owner Fred Kent at the Southside Drive-In and nightly social gatherings were held at the Robert Meyer Hotel. Theatre managers attending the gathering included Howard Palmer, Southside Drive-In; "Smitty" Schuman, Main St. Drive-In; Mrs. Frances Blake, Beach Theatre, Jacksonville Beach; Bill Raulerson, Cocoa Beach; Jack Grayson, Eau Gallie; Victor Martin, Melbourne; Jack Chestnut, Vero Beach; William Parker, Fort Pierce; and Robert Conn, Stuart. A lineup of new film product being readied for exhibition during the coming holiday periods was reviewed by Marshall Fling, KT's film buyer of this city. . . . WOMPI members were busy assisting the Tuberculosis Association with the stuffing of Christmas seals into envelopes, advised Mamie Newman, Columbia booker. . . . Kenneth L. Barrett, Florida State Theatres' traveling auditor, was being congratulated upon the completion of 35 years of service to the company. A prominent citizen and former city councilman of nearby Neptune Beach, Barrett has occupied key executive positions in the FST organization for many years. . . . Col. John Crovo, retired local exhibitor, presided over a November business session of the Motion Picture Council held in the Seminole Hotel.

NEW HAVEN

Maurice H. Bailey, president, Bailey Theatres, has disclosed plans to appeal a New Haven Common Pleas Court decision upholding a variance granted by the Hamden, Conn., Board of Zoning Appeals for a new theatre to be operated by Stanley Warner Management Corporation in the rapidly expanding Hamden Shopping Mart. Common Pleas Court Judge Otto H. LaMacchia dismissed four appeals—including that of Bailey's Whitney Theatre—stating those who had brought the appeals did not prove they would be harmed by a new theatre in the shopping center. The judge said, moreover, that the Whitney is three-and-one-half miles from the proposed site and that granting of prior variances of uses for bowling alleys, a restaurant, and a gasoline service station "did not disturb the plaintiff or the others in the companion cases." . . . The University of Hartford will build a theatre seating 444 persons on its new West Hartford campus. A later structure—not part of the current fund-raising campaign's objectives—will be an 800-seat auditorium, completing a three-building performing arts complex, to be known as the Alfred C. Fuller Memorial Center, in appreciation of the Fuller Brush Company founder's long service as trustees board chairman, University of Hartford's Hartt College of Music. . . . Brooks LeWitt, owner of the Berlin Drive-In, has become first outdoor theatre operator in Connecticut to offer trading stamps. S & H trading stamps are being distributed to patrons on a nightly basis. LeWitt's action closely follows similar move at the Berkman Bros.' 1,000-seat, deluxe, four-wall Midtown, Norwich, Conn. . . . Lockwood and Gordon is experimenting with a Tuesday series of French-Canadian films at the 800-seat, subsequent-run Lyric, Hartford. The attractions, with English sub-titles, are booked through Mel Davis. . . . Motion Picture Corporation, a new Connecticut corporation, has filed a certificate of incorporation with the Secretary of State's office, listing authorized capital 1,000 shares, par \$50, and 2,000 shares, par \$5; commencing business, \$1,000; business address, 91 Washington St., South Norwalk; incorporators, John R. Cuneo, Jonathan Lovejoy, and William R. Curtis. . . . The Springfield, Mass., Motion Picture Council's Jan. 19 meeting will feature a panel discussion, the participants to include local theatre managers.

NEW ORLEANS

The November dinner meeting of WOMPI was held at Kolb's Restaurant with members of MGM, UA, and NSS acting as hostesses. All those attending were asked to bring canned goods or other contribution for the club's Thanksgiving baskets for their list of needy. . . . Work is in progress for converting United Theatres' National from a regular sub-run house to an exclusive Art house. . . . Don Kay announced the appointment of Sydney W. Whiteman as Atlanta-Jacksonville representative of Continental. . . . The Lyceum, 417 St. Charles Avenue, one of the older theatre structures in the city, was condemned and closed permanently. . . . Collections for Will Rogers Hospital were taken up by alternating groups of WOMPI stationed at the Saenger (Continued on page 22)

"How I Would Sell . . .

MYSTERIOUS ISLAND

Columbia Adventure Loaded With New Selling Angles

If you enjoy exploitation, then Columbia's "MYSTERIOUS ISLAND" is your picture. The title itself is laden with exploitation possibilities and should provide you with several ideas. It suggests excitement, adventure, and mystery, a natural combination.

Since the picture doesn't have a big cast, it would be well to do a promotion job on your amusement editor to spark his spirit of adventure so it is not treated as a "run of the mill" science-fiction movie in the newspapers. This might be accomplished by sending him a series of items to alert him to the playdate. For instance, from an Army-Navy surplus store



An Exclusive

SHOWMANALYSIS

Prepared by—

Don Baker, Special Assistant to Ernest Emerling
Loew's Theatres, New York, N.Y.



BAKER

ABOUT THE AUTHOR • Don Baker was born in St. Louis, Mo., in 1931. He joined Loew's as an usher in 1950, advanced to chief of service, assistant manager, relief manager, and was finally named manager of the Orpheum Theatre in St. Louis. Later he was transferred to Miami Beach where he opened the 170th Street Theatre for Loew's, and where he spent the three years prior to his assignment to the home office publicity department. He has a daughter and is expecting another addition, probably by the time this article is published. His hobbies are fishing and photography.

purchase a 15 foot weather balloon for about \$1. Inflate, attach a basket with a message and have it delivered to him at the paper. The message could read something like, "Just drifted in from 'The Mysterious Island' to remind you that the adventure picture of the year is coming." Employ a local delivery service to deliver the balloon so a signed receipt will be required. Chances are it won't fit through the doors and the amusement editor will have to come down to receive the delivery. This should create a great deal of excitement, but if it does get through the doors and is delivered to his desk, it's sure to stop the presses anyway. If you want to get elaborate, you could have it crated and delivered.

ADS—The ads are good and contain several excellent catch lines which will appeal to adults as well as kids. We don't particularly like the one, "EXCITEMENT—High as the Sky . . . MYSTERY—Deep as the Sea." For this one we would substitute something like, "Between the Worlds of Fantasy and Imagination lies . . . 'THE MYSTERIOUS ISLAND' . . .

COLUMBIA PICTURES presents

Mysterious Island

A CHARLES H. SCHNEER Production • IN SUPERDYNAMATION
starring
MICHAEL CRAIG • JOAN GREENWOOD • MICHAEL CALLAN
GARY MERRILL • BETH ROGAN • HERBERT LOM • Eastman COLOR

THIS game is a natural peg on which to hang the campaign to attract the younger set and provide family attention to the film. They make excellent giveaways for promotion purposes away from the theatre and as gift giveaways before the playdate arrives.



**excitement-
high as
the sky!
mystery-
deep as
the sea!**

**a world beyond imagination!
adventure beyond
belief!**

Columbia Pictures presents

mysterious island

a Charles H. Schneer production in Superdynamation

starring Michael Craig · Joan Greenwood · Michael Callan

Gary Merrill · Beth Rogan and Herbert Lom as Captain Nemo

SCREENPLAY BY John Prebble, Daniel Ullman and Crane Wilbur | BASED ON A NOVEL BY Jules Verne | VISUAL EFFECTS CREATED BY Ray Harryhausen | DIRECTED BY Cy Endfield

an American film · in Eastman **COLOR**

THESE ADS stress the adventure and fantastic elements to the film that the author believes best carry the entertainment message for the film, another of producer Charles Schneer's efforts in Super-Dynamation, the photographic process that brings the screen adventure scenes of unparalleled scope. A suggested copy change in the ads is to include the line, "Between The Worlds Of Fantasy And Imagination Lies 'THE MYSTERIOUS ISLAND.'" Additional suggested copy is "A World Beyond Belief" or "Adventure Beyond Belief." Basic ads are good.

"A World Beyond Belief" or "Adventure Beyond Belief." Another catch line might be "20,000 Leagues Beneath the Sea," "Journey to the Center of the Earth," and now "Mysterious Island."

We were also pleased to notice that the word COLOR has been used a little more prominently, than in the past. Even so, since in our opinion COLOR is a very important plus factor, we would set a bold line directly under the title: "In Life-like SUPERDYNAMATION and Eastman COLOR!" As we said before, the ads are generally good, and should bring results. We particularly like ads #401 and #206, but you can't go wrong with any ad you select. Radio and TV would be a great help if the budget will stand it.

NEWSPAPERS—It's an old, old stunt, but a coloring contest via the newspapers or a herald seems in order. Since it is the Christmas attraction in many of the Loew's Theatres, we are having our art department make a drawing for this purpose.

NEWSPAPER AND RADIO CONTESTS—Your radio station or newspaper runs a promotion where the "Mysterious Island" balloons mentioned in the pressbook are filled with helium and released at specified times with coupons attached. Finders of the balloons exchange them for prizes and guest tickets.

Another promotion could consist of hiding very small bottles with coupons enclosed all over town. Each day the newspaper publishes or the radio announces, the location (only the block number) of where these "MYSTERIOUS ISLAND" bottles are hidden. Finders exchange the coupons for guest tickets and prizes.

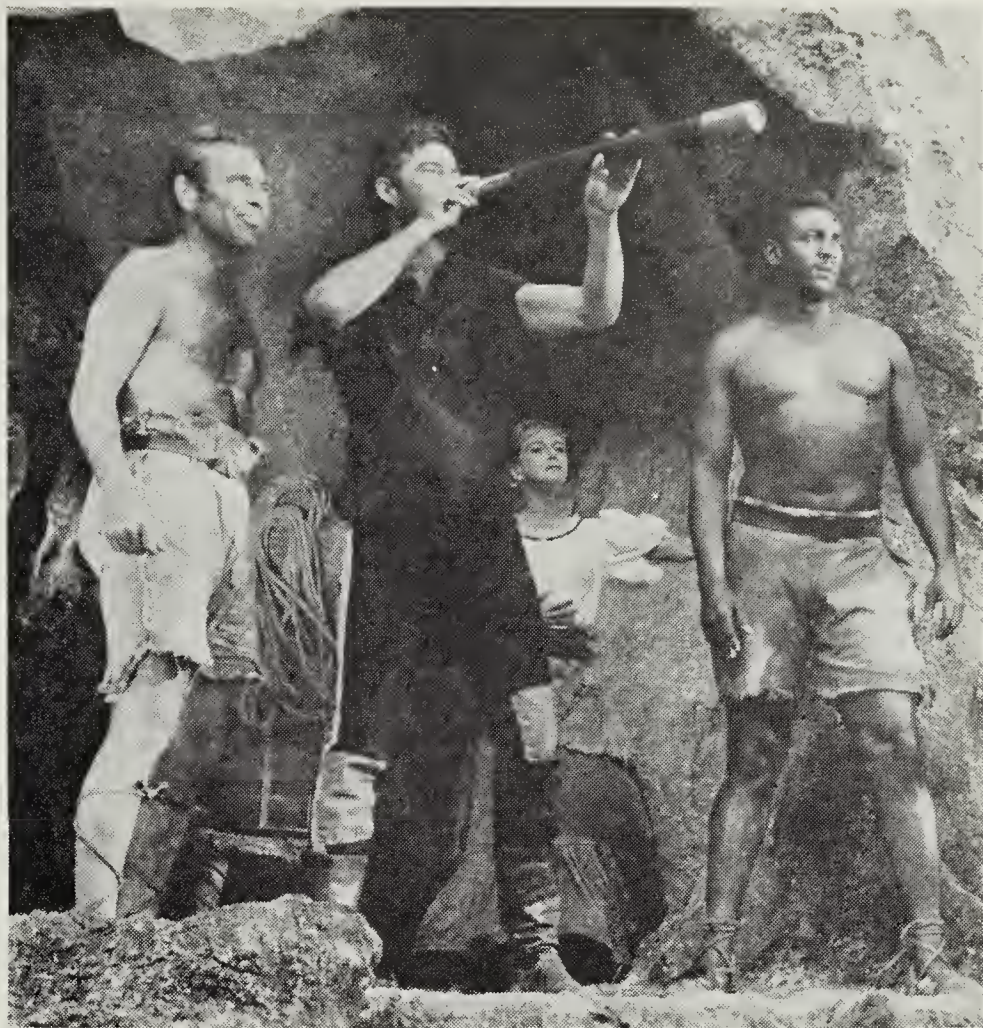
The pressbook has a ready-made shopping center, or merchants' promotion. The "MYSTERIOUS ISLAND" keys are hidden around, and in the participating stores. Merchants provide the "Mysterious Island" prizes for the chest. Make several other keys winners of guest tickets. This should be worked through newspaper and radio advertising, supplied of course by the merchants . . . with credits for you.

THROWAWAYS—Most distributors of novelty items carry a stock of invisible ink cards. On the face of the card is



Columbia Pictures presents **mysterious island** in Eastman **COLOR**
a Charles H. Schneer production in Superdynamation starring Michael Craig · Joan Greenwood · Michael Callan
Gary Merrill · Beth Rogan and Herbert Lom as Captain Nemo | SCREENPLAY BY John Prebble, Daniel Ullman and Crane Wilbur | BASED ON A NOVEL BY Jules Verne | VISUAL EFFECTS CREATED BY Ray Harryhausen | DIRECTED BY Cy Endfield
an American film

BELOW AND RIGHT, two stills indicate the high adventure and fantastic plot twists in the feature. RIGHT BELOW is an example of the striking art available on the film, perfect for newspaper placement and lobby display.



printed: *Dip this card in water . . .* When the card is dipped, your message printed in invisible ink appears. Columbia has also prepared a throwaway.

Another good throwaway would be to print several thousand small cards with a large red dot at the top. Copy could read something like . . . *“Blow on this dot . . . if it turns green your heart won't stand the excitement of “Mysterious Island.”*

WALKING BILLBOARDS—Columbia has prepared a nine inch balloon. Stand a boy on a street corner with a sign, *“Get a FREE ‘Mysterious Island’ balloon.”* The balloons should be inflated and placed on sticks. Each balloon then becomes a walking billboard.

LOBBY DISPLAYS—If you have a high lobby, inflate a giant weather balloon, have a sign shop letter your copy, and hang it from the ceiling. Another idea might be to contact a local company that sells and installs photoelectric cells. As people walk around the lobby they break the beams and cause MYSTERIOUS things to happen, such as lights going off and on, light displays, etc.

CITYWIDE BREAD PROMOTION—Working with the largest bread company, a band is placed around each loaf of bread. On the band is printed the contest rules, and numbers from one to 25. People paste the band on a post card, circle one of the numbers, mail to the bread company. Have several winning numbers. Four numbers could win “MYSTERIOUS ISLAND” balloons, another a guest ticket, etc. You supply the guest tickets and balloons, plus a lobby crossplug, and the bread company does the rest.

The pressbook is also loaded with many good ideas such as the comic book promotion, library and toy store promotions, etc. We have chosen to create ideas in addition to those of the pressbook, but if only the pressbook ideas materialize, an additional order for tickets should be forthcoming.





Meyer Adelman, president, States Film Service, announces expansion into Canada for consolidation of physical distribution of motion picture film and tv for the Dominion of Canada at a luncheon held in Toronto last fortnight. Shown below are the participants bringing about an economic consolidation and distribution of film as presently operated in the states. From left to right standing are Jerry Solway, Astral Pictures; Hillis Cass, general manager, MGM; Stanley Adelman, vice-president, States Film; Haskell Masters, general manager, Warner Brothers; Meyer Adelman; Charles Chaplin, United Artists general manager; and Babe Kovel, branch manager, Toronto, Warner Brothers; seated, Bob Meyers, Warner Brothers sales manager; Al Taylor, vice-president, Paramount; and Pete Meyers, general manager, 20th-Fox.

NEW ORLEANS

(Continued from page 18)

five times daily during the run of "Blue Hawaii". . . Gulf States has curtailed operations at the Joy Twin Drive-In, Alexandria, La., to weekends until spring . . . Dot Watson has been added to Gulf States Theatres home office, McComb, Miss., in the accounting department . . . Gulf States' 51 Drive-In, Jackson, Miss., closed for the season. . . J. C. Kellar, Jr. closed the Delta, Eunice, La. . . W. L. Mitchell eliminated mid-week shows at the Star Drive-In, Tallulah, La. . . O. Reagan has already closed the Gulf, Pensacola, Fla., after only a few weeks opening. . . Josie Dubin, formerly with Paramount Gulf Theatres' purchasing department as clerk, and for the past few years with Hodges Theatre Supply company, moved back to P. G. handling concession accounts under the management of John Magendie. . . Sheila Roques is the new secretary to Jerry Kennedy, assistant to 20th-Fox branch manager. . . Bernard Woolner, president, Woolner Brothers, is here from Hollywood, while his brothers, Lawrence and David, are on treks throughout the nation assisting sub-distributors in exchange centers with regional premieres of their newest film, "The Flight of The Lost Balloon". . . Kay Brouillette is the new billing machine operator at 20th-Fox, succeeding Cheryl Redmond, resigned. . . Gladys Montreuil is back at her duties at Warners after an absence of five weeks due to illness. . . The new theatre at the Naval Auxiliary Air Base at Meridian, Miss., is about to open.

PHILADELPHIA

Variety Club Tent 13's new crew will be formally installed at the big anniversary dinner on Jan. 15. The new crew is Sam Alasker, chief barker; Charles Zagrans, first

assistant; Norman Silverman, second assistant; J. Ellis Shipman, dough guy; Jack Engel, property master; and Mike Felt, delegate to the convention. . . Ed Emanuel, International Chief Barker, and wife were hosts to Deputy City Representative Abe Rosen; Jimmy Carreras, visiting from Toronto, Canada; and others. . . Harry Blumberg, Blumberg Brothers, has been ill in Einstein Southern Division Medical Center. . . Congratulations to grandparents Mike Felt and his wife when their son became a father; and their daughter, Mrs. Judith Segal, gave birth to a son. . . Hal Marshall, 20th-Fox exploiter, was in Haverford Hospital for observation. . . Motion Picture Associates regret to announce with sympathy the death of Mrs. Bessie Behall, wife of Leon Behall. . . The Motion Picture Associates is holding a testimonial dinner in honor of Eugene Tunick, promoted to Eastern and Canadian Division Manager of United Artists on Dec. 11 at the Bellevue Stratford Hotel.

PORTLAND

Oscar Kantner, director of public relations for Cinerama, Los Angeles, is here conferring with Rex Hopkins, National Theatres city head, and Carl Miller, Hollywood manager. The Hollywood reopened after a \$125,000 remodeling job that included new projection booths, new screen, new carpeting, and painting. . . Katherine Marshall, Music Box, was in Seattle conferring with John Hamrick executives. . . Jim White and Milan Tucker, National Theatres employees, have announced purchase of two neighborhood theaters, the Ames and the Bob White. No purchase details were announced. White has been with NT&T for about six years, working in Chicago and Portland. He was a night assistant at the time of purchase. Tucker is a former night manager of the Liberty, razed several years ago, and has been a night manager at

the Orpheum. . . Martin Foster has relinquished his interest in the Guild, one of the nation's leading downtown art houses, and will henceforth operate the Fine Arts, a suburban house, through his Martin Foster Enterprises. Foster was general manager of the Herbert Rosener Company and will now have his own company. He hopes to acquire theaters in Seattle, Portland, and the Bay Area. He now operates the Parkway Cinema, Oakland, Calif. Nancy Welch Allen, for 11 years a member of the theatre staff here, will become northwest manager for Foster as well as handle publicity and promotion for her husband's repertory theatre, the Mark Allen Players. Don Hassad continues as manager of the Fine Arts. New manager of the Guild is Harry Hunsaker, veteran California theatremen.

ST. LOUIS

Confidence in the industry and faith in the industry's future were stressed by Frank Plumlee, Farmington exhibitor, as he addressed the annual Boss Night Supper held by local WOMPIs. Plumlee, addressing WOMPIs and their bosses, spoke of the many legislative bills which members of the motion picture industry should take an active interest in and stressed the need for active participation of all interested members of the motion picture business. "Movies are still the palace of magic," he said. "Nothing can replace the motion picture's power to transform and create an illusion." He also lauded the WOMPIs for their remarkable charitable works and cited their long list of public services as "the best possible public relations." Wesley Bloomer, MITO president, stressed the need for faith in the industry and added that he thought the motion picture business was definitely on the way back up to the good years. The dinner was presided over by Plumlee and the WOMPI officers: Charlotte Murphy, president; Dorothy Dressel, first vice-president; Grace Engelhard, second vice-president; Ladonna Pruitt, recording secretary; Rita Brusselback, corresponding secretary; and Theresa Boheim, treasurer. . . Barbara Cuddy, who left United Artists to be married, was the guest of honor at a buffet recently given by Helen and Viola Pausch. All the office girls from United Artists were the guests and Barbara was given a miscellaneous shower. . . The 51 Drive-In, Cairo, Ill., which has been run by Bill Waring, and the Roxy, Mounds, Ill., have been given up by Waring and are reverting to W. H. Eichhorn, who owns the property. The 51 Drive-In will remain closed, but Eichhorn may reopen the Roxy weekends. Waring still runs the Auto Vu, Carbondale. . . The Ford, Griggsville, has been opened by Steve Durbin under the Junior Theatremen of America. The theatre had been closed since May. . . The St. Louis Post-Dispatch ran another editorial Sunday deploring inconsistency in movie censorship. . . The Palace, Johnson City, opened Nov. 10. It is owned by Stewart Cluster and had been closed for the summer. . . The Sikeston Drive-In, owned by Mrs. O. W. McCutcheon, which was blown down recently in a high wind storm, is going to be rebuilt. Word has it that Mrs. McCutcheon is going to look for a safer spot. . . Springfield Drive-In, Springfield, Ill., closed for the season. . . The North and 66 Drive-Ins have gone to a weekend operation. . . The Moto-Vu, Warrenton, has discontinued operation. . . F. J. "Mike" Lee, former district manager here with United Artists, was honored with a testimonial luncheon given by all of Film Row at the Zodiac Room of the Chase Hotel. Lee, (Continued on page 24)

ADA (MGM)		
Orpheum, Seattle (No. Ave.)	1	" Ave. \$5,000
Oriental, Chicago (\$27,000)	3	" 68%
Capitol, New York (\$45,900)	5	" 60%
Warfield, San Francisco (\$10,000)	1	" 120%
Randolph, Philadelphia (\$13,000)	5	" 74%
Astor, Boston (\$10,500)	5	" 75%
Esquire, St. Louis (\$12,500)	3	" 70%
United Artists, Louisville (\$9,000)	1	" 78%
Adams, Detroit (\$9,800)	2	" 81%
BACK STREET (U-I)		
United Artists, Chicago (\$20,800)	1	" 164%
Capitol, New York (\$45,900)	1	" 100%
Ambassador, St. Louis (\$10,700)	1	" 142%
Kentucky, Louisville (\$7,600)	1	" 106%
BIG GAMBLE (20TH-FOX)		
Paramount, New York (\$32,700)	3	" 63%
Fox, Detroit (\$12,600)	1	" 103%
Paramount, Boston (\$16,800)	1	" 60%
Paramount, Seattle (\$12,300)	1	" 60%
Woods, Chicago (\$25,100)	2	" 63%
Goldman, Philadelphia (\$12,800)	1	" 65%
BLOOD AND ROSES (PAR.)		
Omaha, Omaha (\$7,700)	1	" 60%
Metropolitan, Boston (\$11,600)	2	" 88%
DeMille, New York (\$22,800)	1	" 73%
Michigan, Detroit (\$20,300)	1	" 61%
Viking, Philadelphia (\$7,000)	1	" 124%
BREAKFAST AT TIFFANY'S (PAR.)		
Capri, Boston (\$8,100)	1	" 370%
Radio City, New York (\$163,100)	2	" 109%
BRIDGE TO THE SUN (MGM)		
Stanton, Philadelphia (\$13,400)	1	" 112%
Adams, Detroit (\$9,800)	2	" 88%
Orpheum, Boston (\$12,400)	1	" 83%
Woods, Chicago (\$25,100)	1	" 73%
CLAUDELLE INGLISH (W.B.)		
Viking, Philadelphia (\$7,000)	1	" 123%
Michigan, Detroit (\$20,300)	2	" 72%
Orpheum, Omaha (\$8,700)	1	" 77%
Metropolitan, Boston (\$11,600)	2	" 82%
Ambassador, St. Louis (\$10,700)	2	" 129%
Mary Anderson, Louisville (\$6,100)	2	" 84%
United Artists, Chicago (\$20,800)	1	" 72%
COME SEPTEMBER (U-I)		
Kentucky, Louisville (\$7,600)	7	" 87%
Fox, St. Louis (\$14,300)	6	" 125%
Golden Gate, San Francisco (\$19,700)	3	" 99%
Chicago, Chicago (\$28,100)	7	" 101%
Music Hall, Seattle (\$7,100)	3	" 173%
Radio City, New York (\$163,100)	4	" 102%
Arcadia, Philadelphia (\$13,200)	8	" 123%
Memorial, Boston (\$17,900)	5	" 117%
Orpheum, Omaha (\$8,700)	1	" 207%
DEADLY COMPANIONS (PATHE)		
Loew's, St. Louis (\$13,000)	1	" 81%
Warfield, San Francisco (\$10,000)	1	" 75%
Fox, Detroit (\$12,600)	2	" 90%
EXODUS (UA)		
Warner, New York (\$21,900)	43	" 108%
Saxon, Boston (\$18,400)	28	" 123%
Cine Stage, Chicago (No. Ave.)	31	" Ave. \$20,500
Boyd, Philadelphia (\$21,700)	25	" 100%
Mercury, Detroit (\$14,300)	18	" 140%
Alexandria, San Francisco (\$12,500)	20	" 130%
Blue Mouse, Seattle (\$10,600)	11	" 103%
Esquire, St. Louis (\$12,500)	12	" 99%
Admiral, Omaha (No. Ave.)	5	" Ave. \$7,400
Brown, Louisville (\$8,700)	6	" 117%
Ambassador, St. Louis (\$10,700)	4	" 112%
United Artists, San Francisco (\$13,500)	5	" 87%
United Artists, Louisville (\$9,000)	1	" 100%
FANNY (WB)		
Blue Mouse, Seattle (\$10,600)	6	" 66%
Randolph, Philadelphia (\$13,000)	8	" 104%
Esquire, St. Louis (\$12,500)	9	" 102%
Radio City, New York (\$163,000)	9	" 112%
Saxon, Boston (\$18,400)	10	" 101%
Mary Anderson, Louisville (\$6,100)	5	" 97%
Madison, Detroit (\$16,000)	12	" 85%
Chicago, Chicago (\$28,100)	7	" 114%
Omaha, Omaha (\$7,700)	2	" 100%
Paramount, San Francisco (\$15,200)	5	" 103%
FRANCIS OF ASSISI (20TH-FOX)		
Warfield, San Francisco (\$10,000)	3	" 114%
Paramount, Boston (\$16,800)	2	" 61%
Oriental, Chicago (\$27,000)	3	" 84%
Rivoli, New York (\$24,800)	12	" 105%
Stanley, Philadelphia (\$18,700)	3	" 63%
Grand Circus, Detroit (\$13,000)	8	" 89%
Brown, Louisville (\$8,700)	2	" 68%
Ambassador, St. Louis (\$10,700)	2	" 73%
GOODBYE AGAIN (UA)		
Astor, New York (\$25,900)	8	" 81%
Fine Arts, New York (\$9,900)	8	" 100%
Goldman, Philadelphia (\$12,800)	6	" 71%
Michigan, Detroit (\$20,300)	2	" 81%
United Artists, San Francisco (\$13,500)	3	" 74%
United Artists, Chicago (\$20,800)	4	" 72%
Admiral-Chief-Skyvue, Omaha (No. Ave.)	2	" Ave. \$9,000
Blue Mouse, Seattle (\$10,600)	2	" 62%
Brown, Louisville (\$8,700)	2	" 63%
Esquire, St. Louis (\$12,500)	3	" 91%
Saxon, Boston (\$18,400)	5	" 74%
GREYFRIARS' BOBBY (BV)		
Midtown, Philadelphia (\$10,400)	1	" 115%
Madison, Detroit (\$16,000)	2	" 63%
Paramount, Boston (\$16,800)	1	" 88%
Mary Anderson, Louisville (\$6,100)	1	" 134%

GUNS OF NAVARONE (COL.)		
Criterion, New York (\$27,300)	17	" 185%
United Artists, Detroit (\$19,700)	15	" 86%
State-Lake, Chicago (\$25,000)	16	" 104%
St. Francis, San Francisco (\$13,200)	10	" 133%
Fox, Philadelphia (\$14,800)	14	" 153%
Loew's, St. Louis (\$13,000)	6	" 128%
Gary, Boston (\$10,300)	14	" 224%
Orpheum, Omaha (\$8,700)	4	" 131%
Fifth Avenue, Seattle (\$7,900)	11	" 105%
United Artists, Louisville (\$9,000)	5	" 124%
Loew's Midcity, St. Louis (\$11,300)	4	" 90%
HONEYMOON MACHINE (MGM)		
Warfield, San Francisco (\$10,000)	2	" 115%
Woods, Chicago (\$25,100)	4	" 89%
Omaha, Omaha (\$7,700)	2	" 83%
Stanley, Philadelphia (\$18,700)	4	" 64%
Blue Mouse, Seattle (\$10,600)	2	" 61%
Loew's State, New York (\$53,100)	6	" 60%
Adams, Detroit (\$9,800)	3	" 90%
Loew's, St. Louis (\$13,000)	3	" 94%
Orpheum, Boston (\$12,400)	3	" 86%
United Artists, Louisville (\$9,000)	1	" 81%
HUSTLER (20TH-FOX)		
Stanley, Philadelphia (\$18,700)	1	" 157%
Fox, Detroit (\$12,600)	1	" 159%
Metropolitan, Boston (\$11,600)	2	" 164%
Oriental, Chicago (\$27,000)	2	" 112%
Paramount, New York (\$32,700)	3	" 153%
Orpheum, Omaha (\$8,700)	2	" 118%
United Artists, Louisville (\$9,000)	1	" 92%
Coliseum, Seattle (\$8,600)	1	" 105%
KING OF KINGS (MGM)		
Loew's State, New York (No Ave.)	1	" Ave. \$44,000
LA DOLCE VITA (ASTOR)		
Henry Miller, New York (No Ave.)	26	" Ave. \$22,600
Gary, Boston (\$10,300)	12	" 132%
Todd, Chicago (No Ave.)	16	" Ave. \$16,400
Boyd, Philadelphia (\$21,700)	12	" 64%
Clay-Larkin, San Francisco (No Ave.)	7	" Ave. \$19,500
T-L Krim, Detroit (\$5,200)	14	" 219%
Music Box, Seattle (\$5,700)	8	" 112%
Brown, Louisville (\$8,700)	2	" 78%
Loew's Midcity, St. Louis (\$11,300)	1	" 125%
LOSS OF INNOCENCE (COL.)		
Esquire, Chicago (\$13,500)	4	" 60%
NIKKI, WILD DOG OF THE NORTH (BV)		
Goldman, Philadelphia (\$12,800)	1	" 64%
Fox, San Francisco (\$12,300)	2	" 103%
Roosevelt, Chicago (\$21,000)	3	" 80%
Music Hall, Seattle (\$7,100)	2	" 89%
Michigan, Detroit (\$20,300)	2	" 72%
Pilgrim, Boston (\$9,500)	1	" 78%
Brown, Louisville (\$8,700)	3	" 89%
State, Omaha (\$5,200)	3	" 112%
Loew's Midcity, St. Louis (\$11,300)	1	" 60%
PARENT TRAP (B.V.)		
Woods, Chicago (\$25,100)	5	" 101%
Capitol, New York (\$45,900)	4	" 68%
Midtown, Philadelphia (\$10,400)	7	" 92%
Metropolitan, Boston (\$11,600)	5	" 112%
Loew's, Midcity, St. Louis (\$11,300)	7	" 116%
Fifth Avenue, Seattle (\$7,900)	3	" 149%
Grand Circus, Detroit (\$13,000)	6	" 112%
United Artists, Louisville (\$9,000)	3	" 127%
Fox, San Francisco (\$12,300)	3	" 142%
State, Omaha (\$5,200)	6	" 154%
Paramount, Seattle (\$12,300)	3	" 65%
PARIS BLUES (UA)		
Goldman, Philadelphia (\$12,800)	3	" 131%
Mercury, Detroit (\$14,300)	3	" 89%
Memorial, Boston (\$17,900)	3	" 89%
Roosevelt, Chicago (\$21,000)	3	" 91%
Loew's, St. Louis (\$13,000)	2	" 85%
Paramount, Seattle (\$12,300)	1	" 60%
PIT AND THE PENDULUM (A.I.P.)		
Admiral-Chief-Skyvue, Omaha (No Ave.)	2	" Ave. \$13,500
Roosevelt, Chicago (\$21,000)	4	" 137%
Palace, New York (\$22,500)	4	" 100%
Fox, St. Louis (\$14,300)	2	" 118%
Palms, Detroit (\$24,800)	3	" 79%
Stanton, Philadelphia (\$13,400)	3	" 98%
Paramount, Boston (\$16,800)	1	" 114%
Mary Anderson, Louisville (\$6,100)	2	" 107%
ROMANOFF AND JULIET (U-I)		
Stagedoor, San Francisco (\$5,000)	2	" 130%
Exeter, Boston (No Ave.)	11	" Ave. \$4,900
Shady Oak, St. Louis (No Ave.)	6	" Ave. \$3,000
Esquire, Chicago (\$13,500)	4	" 93%
Mercury, Detroit (\$14,300)	3	" 61%
Blue Mouse, Seattle (\$10,600)	1	" 60%
Kentucky, Louisville (\$7,600)	1	" 72%
SCREAM OF FEAR (COL.)		
Stanton, Philadelphia (\$13,400)	1	" 77%
Palms, Detroit (\$24,800)	1	" 70%
Omaha, Omaha (\$7,700)	1	" 62%
Paramount, Boston (\$16,800)	1	" 74%
Woods, Chicago (\$25,100)	2	" 74%
Coliseum, Seattle (\$8,600)	1	" 88%
Fine Arts, New York (\$9,900)	4	" 77%
Forum, New York (\$19,700)	4	" 61%
Ohio, Louisville (No Ave.)	1	" Ave. \$7,000
SPARTACUS (U-I)		
DeMille, New York (*\$13,700)	53	" 130%
McVickers, Chicago (*\$16,200)	23	" 104%
Astor, Boston (\$8,700)	30	" 112%
Goldman, Philadelphia (\$12,800)	22	" 96%
Madison, Detroit (\$16,000)	21	" 103%
Music Box, Seattle (\$5,700)	15	" 135%

THE Tip-off ON BUSINESS

An Exclusive MOTION PICTURE EXHIBITOR Estimate, based on data assembled by an experienced field staff, and drawn from other industry sources.

Average reported grosses for a preceding 13-week period are used as a comparative. This estimate covers features in more than 300 first-run engagements.

***INDICATES ESTIMATED AVERAGE WEEKLY GROSS OF THEATRE FOR THE FIRST 13 WEEKS OF 1960**

OTHER FIGURES INDICATE ESTIMATED AVERAGE WEEKLY GROSS OF THAT THEATRE FOR THIRD 13 WEEKS OF 1960.

Esquire, St. Louis (\$12,500)	16	" 104%
United Artists, San Francisco (\$13,500)	15	" 122%
Brown, Louisville (\$8,700)	8	" 98%
Dundee, Omaha (No Ave.)	17	" Ave. \$4,200
Loop, Chicago (\$5,000)	15	" 190%
Mercury, Detroit (\$14,300)	8	" 97%
Ambassador, St. Louis (\$10,700)	3	" 129%
Midtown, Philadelphia (\$10,400)	7	" 86%
Palace, New York (\$22,500)	1	" 109%
SPLendor IN THE GRASS (WB)		
Randolph, Philadelphia (\$13,000)	1	" 138%
Michigan, Detroit (\$20,300)	1	" 99%
Astor, Boston (\$10,500)	1	" 241%
Victoria, New York (\$19,000)	1	" 200%
Omaha, Omaha (\$7,700)	1	" 132%
Music Box, Seattle (\$5,700)	1	" 123%
THIEF OF BAGHDAD (MGM)		
Stanton, Philadelphia (\$13,400)	1	" 70%
Adams, Detroit (\$9,800)	2	" 80%
State, Omaha (\$5,200)	1	" 74%
Loew's, St. Louis (\$13,000)	1	" 114%
Ohio, Louisville (No Ave.)	1	" Ave. \$4,500
THUNDER OF DRUMS (MGM)		
Viking, Philadelphia (\$7,000)	3	" 101%
Fox, Detroit (\$12,600)	2	" 115%
Orpheum, Boston (\$12,400)	2	" 86%
Oriental, Chicago (\$27,000)	2	" 69%
Capitol, New York (\$45,900)	1	" 60%
State, Omaha (\$5,200)	2	" 76%
Loew's Midcity, St. Louis (\$11,300)	1	" 60%
Blue Mouse, Seattle (\$10,600)	2	" 60%
TOWN WITHOUT PITY (UA)		
Astor, New York (\$25,900)	1	" 105%
Fine Arts, New York (\$9,900)	1	" 193%
VOYAGE TO THE BOTTOM OF THE SEA (20TH-FOX)		
Arcadia, Philadelphia (\$13,200)	5	" 60%
Paramount, New York (\$32,700)	3	" 75%
Fox, Detroit (\$12,600)	2	" 111%
Woods, Chicago (\$25,100)	3	" 74%
Fox, San Francisco (\$12,300)	2	" 101%
Omaha, Omaha (\$7,700)	1	" 84%
Fox, St. Louis (\$14,300)	2	" 118%
Coliseum, Seattle (\$8,600)	2	" 99%
Metropolitan, Boston (\$11,600)	1	" 84%
YOUNG DOCTORS (UA)		
Stanley, Philadelphia (\$18,700)	4	" 84%
Michigan, Detroit (\$20,300)	2	" 81%
Orpheum, Boston (\$12,400)	2	" 103%
United Artists, Chicago (\$20,800)	3	" 117%
Astor, New York	6	" 115%
United Artists, Louisville (\$9,000)	1	" 100%
Loew's, St. Louis (\$13,000)	1	" 72%
Admiral-Chief-Skyvue, Omaha (No Ave.)	1	" Ave. \$8,000

ST. LOUIS

(Continued from page 22)

now branch manager of the Minneapolis office, was presented with a scroll by Wesley Bloomer, president of MITO, who also gave Lee a gift bond. Dave Arthur, Arthur Enterprises, served as master of ceremonies . . . Mr. and Mrs. Doug Phillips, Flora, Ill., have adopted a six year old boy, Gary Lee. They have also left for Florida on a vacation. . . . Charleston Drive-In, Charleston, Ill., closed.

Meyer Adleman proudly salutes
Eugene Tunick,
a swell guy who is being honored
at a dinner by the
Motion Picture Associates
of Philadelphia
on the occasion of his
recent promotion to Eastern and
Canadian Division Manager of
United Artists Corp.
on Monday evening,
December 11 at 6 o'clock
at the
Bellevue Stratford Hotel.
Hope to see you all there!

P.S. Contact Sid Eckman of MGM
for tickets and reservations.
Stag. Informal. Subscription \$15.00

This space contributed by
New Jersey Messenger Service

PROGRESSIVE ELECTRIC
CONSTRUCTION CO INC.

240 N. 13th STREET • PHILADELPHIA 7, PA.
Theatre Installations
and Maintenance

SAN ANTONIO

Mr. and Mrs. Hollis Borens of Memphis, Tex., celebrated their golden wedding anniversary recently. They have been operating theatres in Memphis for many years, but their son, Bill, recently took over the booking and active management of the Ritz and Palace and the Tower Drive-In. . . . Haskel G. Williams, projectionist, has returned to Burkburnett, Tex., from Omaha where he worked during the summer on 70mm roadshows and drive-ins. At present Williams is commuting to Lawton, Okla., where he is working at the Ritz, operated by Video. . . . A series of foreign made art features has been scheduled again this year at the 500 seat Olympic, Canyon, Tex., sponsored by the local Community Film Series with F. M. Blackburn as chairman of the ticket sales. The Olympic is owned and operated by W. J. Wooten. . . . A series of 16mm films has begun showings at the Amarillo, Tex., school administration building as the Film Classics Club with a \$1 admission charge. The first offering was "Three Penny Opera." There will be season tickets for the showings available at \$5. . . . The State, Amarillo, Tex., operated by the Interstate Theatre Circuit, recently observed its 24th anniversary. Claude Hanley is manager of the State, while J. C. King is city manager for the circuit. . . . The El Paso Piasano Lions Club was host to Oscar Kantner at its regular dinner meeting in the Hotel Cortez. Kantner gave a lecture on Cinerama. The program was arranged through the cooperation of John C. Wilson, a Lions Club member, and Bill T. Bohling, manager of the Capri, where Cinerama was scheduled to open on Nov. 11. The Nov. 11 showing benefited the newly formed Junior Heart Association of El Paso. . . . Travis White, son of Roy T. White, projectionist at the Esquire in Amarillo, Tex., was recently married in California. . . . Bill Samuels, manager, Majestic, Eastland, Tex., was elected president of the Eastland Chamber of Commerce. . . . Jerry Hoxsey subbed for Richard Brook as manager of the Palace, operated by the Interstate Theatre Circuit at El Paso, Tex., while Brook was on vacation. . . . Services were held here for Searcy A. Lacey, 54, manager for Texas Film Service and Valley Film Lines, who died following a lengthy illness. He was a 30

year veteran of the film industry starting with the old Para nount Publix Theatres. . . . Brad Rushing, manager, Esquire, Amarillo, Tex., observed the 14th anniversary of the theatre with a week's run of "Come September". . . . The Lone Star Theatres, with headquarters in Dallas, have taken over the operation of the Bronco Drive-In, El Paso, Tex. Jack J. Veeren is city manager at El Paso for Lone Star and will supervise the property, which was leased from U. A. Kane of Las Cruces, N. M. Veeren announced that Gabe Chavez, formerly of the Valley, will manage the 650 car capacity Bronco. . . . Interstate Theatre Circuit rented the Plaza at El Paso for two days of morning and afternoon sessions for the fourth annual meeting of the Southwestern Federation of Geological Societies and the American Association of Petroleum Geologists. Bill Chambers, manager, began regular programming at 3:45 on each of the days the meetings were held. . . . Services were held at Seymour, Tex., for Thomas Jefferson Hooser, Sr., 72, who died in a San Juan, Tex., hospital. He had been a theatre operator for many years but had been in retirement in recent years. . . . Samuel Kennedy, owner and manager, Palace, San Marcos, Tex., has designated Tuesday as Family Bargain Night and everyone is admitted for 10 cents. . . . Vernon Thompson, who was a projectionist for three years in Tahlequah, Okla., theatres, has entered the police training school at Amarillo, Tex. During the summer season, Thompson and his wife worked in the snack bar of the Skyway Drive-In. . . . New carpeting and new orchestra seats were among the items provided for the comfort of patrons at the Ritz, Big Springs, Tex., while it was closed for a week of renovation. The lobby was enlarged considerably, the front wall moved toward the sidewalk to take in more enclosed space, and the boxoffice set at one side of the outer entry. The enlarged foyer has a new floor and a new concession area. The entire interior was repainted, according to Ike Robb, manager. . . . M. M. Hale, former school teacher and athletic coach, and owner and operator of the Grande, Brownsville, Tex., since 1948, has been appointed U. S. marshal for the southern jurisdiction of Texas. He is serving his second term as a member of the board of trustees of Texas Southmost.



Max Gillis, Philadelphia manager, Allied Artists, was tendered a luncheon at the Harvard Club on the occasion of his being remarried. Seen left to right, back row, were Carl Munzer, Iz Segall, Joe Golden, Dave Sablosky, Paul Klieman, Ben Fertel, Whitey Molitch, Mel Koff, Mike Felt, Norman Weitman, Roy Sullender; and, front row, Jack Feldman, Mike Weiss, Stanley Goldberg, Irving Ullman, Ed Potash, Ray Schwartz, and guest of honor Gillis.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



NOVEMBER 29, 1961 SECTION TWO VOL. 66, NO. 25

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope	MC—MetroColor	TC—Technicolor	VV—VistaVision
DC—DeLuxe Color	PV—Panavision	TE—Technirama	C—Other color
EC—Eastman Color	RE—Reissue	TS—Totalscope	

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6105 ANGEL BABY—MD-97m.—Salome Jens, George Hamilton, Mercedes McCambridge—4813 (5-3-61)—Excellent and dynamic film
Introduces new star
- 6109 ARMORED COMMAND—D-99m.—Howard Keel, Tina Louise—4845 (8-9-61)—Interesting war drama has angles
- 6108 BRAINWASHED—D-102m.—Curt Jurgens, Claire Bloom—4837 (7-12-61)—Good suspense entry for general situations, art spots—
German-made; English dialogue
- BRIDGE, THE—D-102m.—Fritz Weaver, Michael Hinz—4817 (5-17-61)—Good war film—German-made; English titles
- 6009 CALTIKI, THE IMMORTAL MONSTER—MD-75m.—John Merivale, Didi Sullivan—4773 (12-7-60)—Science fiction for the
dualers
- 6106 DAVID AND GOLIATH—SP-95m.—(EC; Total Scope)—Orson Welles, Ivo Payer—4817 (5-17-61)—Satisfactory biblical spectacle
should prove saleable—Italian-made—dubbed in English
- 6102 DONDI—CD—100m.—David Kory, David Janssen, Patti Page—4845 (8-9-61)—Fair programmer
- 6016 HEROD THE GREAT—D-93m.—(EC; Totalscope)—Edmund Purdom, Sylvia Lopez—4773 (12-7-60)—Another Italian-made
spectacle—Italian-made; dubbed in English
- 6014 HEROES DIE YOUNG—MD-76m.—Erika Peters, Scott Borland—4789 (2-8-61)—Lower half war meller
- 6107 KING OF THE ROARING 20'S—MD-106m.—David Janssen, Dianne Foster—4817 (5-17-61)—Well made and enacted life of a
notorious gambler
- 6101 LOOK IN ANY WINDOW—D-87m.—Paul Anka, Ruth Roman, Alex Nicol—4785 (1-25-61)—Satisfactory programmer has exploit-
able angles
- 6103 OPERATION EICHMANN—MD-92m.—Werner Klemperer, Ruta Lee—4801 (3-22-61)—Highly exploitable melodrama
- 6008 PLUNDERERS, THE—W-94m.—Jeff Chandler, Dolores Hart—4765 (11-9-60)—Interesting western should appeal to action fans
- 6013 SERENGETI SHALL NOT DIE—DOC-84m.—(EC)—Produced by Michael Grzimek and Dr. Bernhard Grzimek—4789 (2-8-61)—
Good documentary on Africa
- 6003 SEX KITTENS GO TO COLLEGE—C-94m.—Mamie Van Doren, Tuesday Weld, Marty Milner—4769 (11-23-60)—For the lower
half
- 6010 TORMENTED—MD-75m.—Richard Carlson, Juil Reding—4773 (12-7-60)—For the lower half
- TWENTY PLUS TWO—D-102m.—David Janssen, Jeanne Crain—4881 (11-8-61)—Interesting program entry
- 6015 UNFAITHFULS, THE—83m.—Gina Lollobrigida, May Britt, Pierre Cressoy—4813 (5-3-61)—Unsavory tale of Italian society—
Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

- May TIME BOMB—Curt Jurgens, Mylene Demongeot
- Oct. TOO HOT TO HANDLE—(C)—Jayne Mansfield, Leo Gurney
- Dec. EL CID—(70m-C)—Charlton Heston, Sophia Loren (Road Show)
- Dec. GEORGE RAFT STORY, THE—Ray Danton, Jayne Mansfield, Barbara Nichols

COMING

- BASHFUL ELEPHANT, THE—Mollie Mack, Helmut Schmidt
- BIG WAVE, THE—Sessue Hayakawa—Japanese-Made
- BILLY BUDD—Robert Ryan, Peter Ustinov
- BLOODY BROOD—Barbara Lord, Jack Bett
- CONFESSIONS OF AN OPIUM EATER—Vincent Price, Linda Ho
- DAY OF THE TRIFFIDS, THE—(CS; C)—Howard Keel, Nicole Maurey
- HITLER—Richard Basehart, Maria Emo
- REPRIEVE—Ben Gazzara, Vincent Price, Rod Steiger

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 608 ALKAZAM THE GREAT—CAR-84m.—(C; Matlscope)—Voices of Frankie Avalon, Dodie Stevens, Jonathan Winters—4841 (7-26-61)
—Amusing and entertaining cartoon—Japanese-made; English dialogue
- 606 BEWARE OF CHILDREN—C-80m.—Leslie Phillips, Geraldine McEwan—4833 (6-28-61)—Fairly amusing import—English
- 602 BLACK SUNDAY—MD-84m.—Barbara Steele, John Richardson—4793 (2-22-61)—Satisfactory horror programmer—Italian-made—
Dubbed in English
- 509 GOLIATH AND THE DRAGON—MD-90m.—(Colorscope)—Mark Forrest, Eleanora Ruffo—4777 (12-21-60)—Spectacle should
do okay when actively sold—Italian-made; dubbed in English
- 601 HAND, THE—MD-61m.—Derek Bond, Reed De Rouen—4809 (4-19-61)—Gruesome programmer holds interest—England
- 604 HOUSE OF FRIGHT—D-80m.—(C)—Paul Massie, Dawn Addams—4829 (6-14-61)—Effective horror entry—English
- 508 JOURNEY TO THE LOST CITY—MD-95m.—(C)—Debra Paget, Paul Christian—4765 (11-9-60)—Exploitable spectacle for the
program
- 603 KONGA—90m.—(EC)—Michael Gough, Margo Johns—4792 (2-22-61)—Okay science fiction programmer—English
- 607 MASTER OF THE WORLD—SFD-104m.—(Magna Color; Stereophonic Sound)—Vincent Price, Charles Bronson—4813 (5-3-61)—
Well-made, interesting science fiction entry
- 609 PIT AND THE PENDULUM, THE—D-85m.—(C; CS)—Vincent Price, John Kerr, Barbara Steele—4845 (8-9-61)—Well-made hor-
ror drama
- 507 PORTRAIT OF A SINNER—D-96m.—Nadja Tiller, Tony Britton—4785 (1-25-61)—Adult love story should interest women in par-
ticular—English

TO BE REVIEWED

- CONJURE WIFE—Janet Blair, Peter Wyngarde
- GUNS OF THE BLACK WITCH—(CS; C)—Don Megowan, Silvana Pampanini
- JOURNEY TO THE 7th PLANET—(C)—John Agar, Greta Thyssen
- LOST BATTALION—Leopold Salcedo, Diane Jergens
- OPERATION CAMEL—Nnra Hayden, Louis Renard
- WARRIORS THREE—Jack Palance, Giovanna Ralli

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

- | | | |
|--|----|-------|
| Absent-Minded Professor, The | A1 | BV |
| Ada | A3 | MGM |
| Adventure, The | | For. |
| • Adventure Of A Young Man | | Fox |
| • Advise And Consent | | Col. |
| After Mein Kampf | | Misc. |
| Alkizam, The Great | A1 | A-I |
| • All Fall Down | | MGM |
| All Hands On Deck | A1 | Fox |
| All In A Night's Work | A3 | Par. |
| Anatomist, The | | For. |
| Angel Baby | B | AA |
| Angry Silence, The | A3 | For. |
| Anna's Sin | A3 | For. |
| Armored Command | A3 | AA |
| Atlantis, The Lost Continent | A2 | MGM |
| Atlas | | Misc. |

PLEASE NOTE . . .

This yellow paper SERVISECTION is corrected, re-edited, and brought up to date every second week;— and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

Table listing movies under section B with columns for title, rating, and distributor. Includes titles like 'Bachelor In Paradise', 'Back Street', 'Ballad Of A Soldier', etc.

C

Table listing movies under section C with columns for title, rating, and distributor. Includes titles like 'Caltiki, The Immortal Monster', 'Canadians, The', 'Cape Fear', etc.

D

Table listing movies under section D with columns for title, rating, and distributor. Includes titles like 'Damned, The', 'Damon and Pythias', 'David and Goliath', etc.

E

Table listing movies under section E with columns for title, rating, and distributor. Includes titles like 'Elephant Walk-RE', 'El Cid', 'Enemy Below-RE', etc.

F

Table listing movies under section F with columns for title, rating, and distributor. Includes titles like 'Fabulous World Of Jules Verne', 'Facts Of Life, The'.

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

ABSENT MINDED PROFESSOR, THE—C-97m.—Fred MacMurray, Nancy Olson—4794 (2-22-61)—Very funny entry for every one
GREYFRIARS BOBBY—D-91m.—(TC)—Alex Mackenzie, Laurence Nalmsmith—4850 (8-23-61)—Interesting tale of a dog—Filmed in Scotland
HORSE WITH THE FLYING TAIL, THE—DOC-48m.—(TC)—Nautical—4806 (4-5-61)—Okay novelty featurette, especially for horse lovers
NIKKI, WILD DOG OF THE NORTH—MD-74m.—(TC)—Jean Coutu, Nikki, the dog—4831 (6-14-61)—Good action yarn for the program
ONE HUNDRED AND ONE DALMATIANS—CAR-80m.—(TC)—Highly entertaining Disney cartoon feature—4787 (1-25-61)
PARENT TRAP, THE—C-124m.—(TC)—Hayley Mills, Maureen O'Hara, Brian Keith—4822 (5-17-61)—Highly enjoyable fun for all
SWISS FAMILY ROBINSON—D-126m.—(TC; Panavision)—John Mills, Dorothy McGuire—4768 (11-9-60)—High rating adventure for family trade

TO BE REVIEWED

BABES IN TOYLAND—(TC)—Ray Bolger, Ed Wynn, Annette
BON VOYAGE—(TC)—Fred MacMurray, Jane Wyman
CASTAWAYS THE—(TC)—Maurice Chevalier, Hayley Mills, George Sanders
MOON PILOT—(TC)—Tom Tryon, Dany Saval, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

531 BORN YESTERDAY—C-103m.—Judy Holliday, Broderick Crawford—4797 (3-8-61)—Highly entertaining adult comedy reissue—Reissue
528 CARTHAGE IN FLAMES—MD-95m.—(TC; TE)—Anne Heywood, Jose Suarez—4785 (1-25-61)—Historical spectacle for the program—Dubbed in English—Italian-made
529 CRY FOR HAPPY—C-110m.—(CS; EC)—Glenn Ford, Donald O'Connor, Miiko Taka—4785 (1-25-61)—High rating, laugh-loaded comedy has names and angles
607 DEVIL AT FOUR O'CLOCK, THE—D-126m.—(EC)—Spencer Tracy, Frank Sinatra, Barbara Luna—4869 (9-27-61)—Well-made drama has many angles
EVERYTHING'S DUCKY—C-81m.—Mickey Rooney, Buddy Hackett, Joanie Sommers—4881 (11-8-61)—Fair comedy for program
539 FIVE GOLDEN HOUPS—C-90m.—Ernie Kovacs, Cyd Charisse—4818 (5-17-61)—Funny idea misses big laughs—Made in England
601 GIDGET GOES HAWAIIAN—C-102m.—(EC)—James Darren, Deborah Walley—4825 (5-31-61)—Cute entry for the program
603 GUNS OF NAVARONE, THE—157m.—(EC; CS)—Gregory Peck, Gia Scala—4825 (5-31-61)—High rating adventure yarn—Filmed abroad
523 HAND IN HAND—D-75m.—Loretta Parry, Phillip Needs, John Gregson—4777 (12-21-60)—Interesting drama for the program—English
540 HOMICIDAL—MD-87m.—Glenn Corbett, Patricia Breslin—4833 (6-28-61)—Grisly horror item with Castle gimmick
519 JAZZ BEAT—CMU-90m.—(CS)—Anthony Newley, Anne Aubrey—4769 (11-23-60)—For the program—English
608 LOSS OF INNOCENCE—D-99m.—(EC)—Kenneth More, Danielle Darrieux—4845 (8-9-61)—Interesting adult drama—English
534 MAD DOG COLL—MD-86m.—John Chandler, Brooke Hayward—4818 (5-17-61)—Gangster entry for the program
538 MEIN KAMPF—DOC-121m.—Compilation of German war films—4809 (4-19-61)—Chilling documentary is grimly fascinating
541 MOST DANGEROUS MAN ALIVE—MD-82m.—Ron Randell, Debra Paget—4833 (6-28-61)—For lower half
611 MR. SARDONICUS—MD-89m.—Oscar Homolka, Audrey Dalton—4873 (10-11-61)—Castle's best horror entry
527 PASSPORT TO CHINA—MD-75m.—Richard Basehart, Alan Gifford—4797 (3-8-61)—For the lower half
520 PEPE—C-157m.—(Panavision-CS-TC)—Cantinflas, Dan Dailey, Shirley Jones—4781 (1-11-61)—Highly entertaining
536R PICNIC—CD-115m.—(CS; TC)—William Holden, Rosalind Russell—4818 (5-17-61)—High rating entry—Reissue
533 RAISIN IN THE SUN, A—D-128m.—Sidney Poitier, Claudia McNeil—4805 (4-5-61)—Film based on hit play rates high
605 SCREAM OF FEAR—MD-81m.—Susan Strasberg, Ronald Lewis—Good suspense entry—4846 (8-9-61)—English
532R SOLID GOLD CADILLAC, THE—C-99m.—Judy Holliday, Paul Douglas—4797 (3-8-61)—High rating comedy reissue—Reissue
535 STOP ME BEFORE I KILL—D-108m.—Claude Dauphin, Kaine Cilento—4829 (6-14-61)—Interesting drama—English made
522 SWORD OF SHERWOOD FOREST—MD-80m.—(EC; Megascop)—Richard Greene, Sarah Branch—4786 (1-25-61)—Robin Hood rides again—English
530 TERROR OF THE TONGS—MD-80m.—(EC)—Geoffrey Toone, Yvonne Monlaur—4801 (3-22-61)—Horror import for the program—English-made
517 THREE WORLDS OF GULLIVER, THE—100m.—(Superdynamation; EC)—Kerwin Mathews, Jo Morrow—4773 (12-7-60)—Enjoyable fantasy loaded with youth appeal
606 TRUNK, THE—MD-72m.—Phil Carey, Julia Arnall—4873 (10-11-61)—Strictly for the duallers—English-made
602 TWO RODE TOGETHER—D-109m.—(EC)—James Stewart, Shirley Jones—4833 (6-28-61)—Off-beat adventure yarn has good selling angles
537R TWINKLE AND SHINE (It Happened To Jane)—C-98m.—(EC)—Doris Day, Jack Lemmon—4818 (5-17-61)—Highly entertaining comedy—Reissue
525 UNDERWORLD, U. S. A.—MD-99m.—Cliff Robertson, Dolores Dorn—4793 (2-22-61)—Good crime meller for the program
612 VALLEY OF THE DRAGONS—MD-79m.—Cesare Danova, Joan Staley—4877 (10-25-61)—Mild meller for duallers
521 WACKIEST SHIP IN THE ARMY, THE—C-99m.—(CS; EC)—Jack Lemmon, Ricky Nelson—4774 (12-7-60)—Amusing service comedy
524 WARRIOR EMPRESS, THE—D-97m.—(EC; CS)—Kerwin Mathews, Tina Louise—4829 (6-14-61)—Spectacle and sex from Italy—Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Oct. WEEKEND WITH LULU—Leslie Phillips, Robert Monkhouse
Nov. HELLIONS—Richard Todd, Anne Aubrey
Nov. QUEEN OF THE PIRATES—Gianna Maria Canale—Super Cinescope—Italian made
Dec. ADVISE AND CONSENT—Henry Fonda, Charles Laughton
Dec. MYSTERIOUS ISLAND—(Super-Dynamation; C)—Michael Craig, Joan Greenwood

COMING

BARABBAS—(Technirama 70; Color)—Anthony Quinn, Silvana Mangano
BELLE SOMMERS—David Janssen, Polly Bergen
BEST OF ENEMIES, THE—David Niven, Michael Wilding
CONGO VIVO—Jean Sebastian, Bachir Toure
DAMNED, THE—Macdonald Carey, Shirley Ann Field
EXPERIMENT IN TERROR—Glenn Ford, Lee Remick
FIVE KINDS OF LOVE—Rosalind Russell, Jack Hawkins, Maximilian Schell
FURY OF THE BARBARIANS—(C)—Edmund Purdom
INTERNS, THE—Suzy Parker, Cliff Robertson
GOLD INSIDE, THE—Peter Cushing, Andre Morell
JASON AND THE GOLDEN FLEECE—(Super Dynamation; C)—Todd Armstrong, Nancy Kovac
LAWRENCE OF ARABIA—(Panavision; EC)—Alec Guinness, Anthony Quinn
H. M. S. DEFIANT—(CS; C)—Dirk Bogarde, Alec Guinness, Anthony Quayle
NOTORIOUS LANDLADY, THE—Kim Novak, Jack Lemmon, Fred Astaire
PLAY IT COOLER—Anthony Newley, Anne Aubrey
SAIL A CROOKED SHIP—Robert Wagner, Dolores Hart, Frankie Avalon
THAT UNCERTAIN FEELING—Peter Sellers, Mai Zetterling
THESE ARE THE DAMNED—Macdonald Carey, Shirley Ann Field
13 WEST STREET—Alan Ladd, Dolores Dorn
3 STOOGES MEET HERCULES, THE—3 Stooges, Marlon and Mike McKeever
UNDERWATER CITY, THE—(Fantascope; C)—William Lundigan, Julie Adams
WALK ON THE WILD SIDE—Laurence Harvey, Capucine, Barbara Stanwyck
WAR LOVER, THE—Steve McQueen, Shirley Anne Field
WATCH IT, SAILOR—Dennis Price, Marjorie Rhodes

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

124 ADA—D-108m.—(CS; MC)—Susan Hayward, Dean Martin—4841 (7-26-61)—Interesting drama on Southern people and politics
113 ATLANTIS THE LOST CONTINENT—D-90m.—(MC)—Anthony Hall, Joyce Taylor—4809 (4-19-61)—Good science fiction entry
BACHELOR IN PARADISE—C-109m.—(CS; MC)—Bob Hope, Lana Turner—4881 (11-8-61)—Funny, well-made Bob Hope entry
202 BRIDGE TO THE SUN—D-113m.—Carroll Baker, James Shigeta—4849 (8-23-61)—Drama of mixed marriage during war
108 CIMARRON-WSP—147m.—(CS; MC)—Glenn Ford, Maria Schell, Anne Baxter—4774 (12-7-60)—Highly entertaining entry
DON QUIXOTE—D-106m.—(C)—Nikolai Cherkassov—4793 (2-22-61)—Well-made filmization of literary classic—U. S.—USSR Cultural exchange film
114 GONE WITH THE WIND—D-222m.—(TC)—Clark Gable, Olivia de Havilland—4805 (4-5-61)—Excellent—Reissue
111 GO NAKED IN THE WORLD—D-103m.—(CS; MC)—Gina Lollobrigida, Anthony Franciosa—4786 (1-25-61)—Filmization of novel on life and love of a prostitute for adult audiences
105 GORGO—MD-78m.—(TC)—Bill Travers, William Sylvester—4786 (1-25-61)—Science fiction entry has angles—England
116 GREEN HELMET, THE—MD-88m.—Bill Travers, Nancy Walters—4837 (7-12-61)—Okay auto racing programmer—English
122 HONEYMOON MACHINE, THE—C-87m.—(CS; MC)—Steve McQueen, Brigid Bazlen—4837 (7-12-61)—Very funny comedy
203 INVASION QUARTET—C-87m.—(MS)—Bill Travers, Spike Milligan—4865 (9-13-61)—Fair comedy for lower half—English
KING OF KINGS—D-163m.—(Technirama 70, TC)—Jeffrey Hunter, Siobhan McKenna—4877 (10-25-61)—High rating biblical epic
107 MAGIC BOY—CAR-75m.—(MAGICOLOR)—Toei Production—4846 (8-9-61)—Colorful Japanese cartoon should appeal to youngsters—English dialogue
102 MORGAN THE PIRATE—MD-95m.—(CS; EC)—Steve Reeves, Valerie Lorange—4829 (6-14-61)—Very good actionful, slam-bang swashbuckler—Made in Italy
119 RING OF FIRE—MD-91m.—(MC)—David Janssen, Joyce Taylor—4818 (5-17-61)—Good program meller
115 SECRET PARTNER, THE—MD-91m.—Stewart Granger, Haya Harareet—4797 (2-8-61)—Good mystery—English

- 123 THIEF OF BAGHDAD—FAN-90m.—(CS; EC)—Steve Reeves, Georgia Moll—4837 (7-12-61)—Arabian Nights action fantasy for kids and young in heart—Italian made; dubbed in English
- 121 SECRET OF MONTE CRISTO, THE—MD-80m.—(EC; Dyaliscope)—Rory Calhoun, Patricia Bredin—4846 (8-9-61)—Swash-buckler for the program—Italian
- 200 THUNDER OF DRUMS, A—D-97m.—(CS; MC)—Richard Boone, George Hamilton, Luana Patten—4865 (9-13-61)—Interesting outdoor action drama
- 117 TWO LOVES—D-100m.—(C; CS)—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help
- 110 WHERE THE BOYS ARE—C-99m.—(CS; MC)—Dolores Hart, George Hamilton—4774 (12-7-60)—Highly entertaining entry about today's college youngsters
- WONDERS OF ALADDIN—C-93m.—(CS; EC)—Donald O'Connor, Noelle Adam—4880 (11-8-61)—Cute and humorous entry

COMING FEATURES IN ORDER OF RELEASE

- Nov. COLOSSUS OF RHODES, THE—(CS; C)—Rory Calhoun, Lea Massari
- Jan. FOUR HORSEMEN OF THE APOCALYPSE—(CS; C)—Glenn Ford, Ingrid Thullin
- Feb. LIGHT ON THE PIAZZA, THE—(MC; CS)—Olivia DeHavilland, Rossano Brazzi

COMING

- ALL FALL DOWN—Eva Marie Saint, Warren Beatty
- DAMON AND PYTHIAS—(EC)—Guy Williams, Don Burnett
- GUNS IN THE AFTERNOON—Randolph Scott, Joel McCrea, Marietta Hartley
- HORIZONTAL LIEUTENANT, THE—Jim Hutton, Paula Prentiss
- HOW THE WEST WAS WON—(Cinerama)—James Stewart, Debbie Reynolds, Gregory Peck, John Wayne
- I THANK A FOOL—(CS, C)—Susan Hayward, Peter Finch
- BILLY ROSE'S JUMBO—Doris Day, Stephen Boyd
- LADY L—(CS; C)—Tony Curtis, Gina Lollobrigida
- MURDER, SHE SAID—Margaret Rutherford, Arthur Kennedy
- MUTINY ON THE BOUNTY—(Ultra-Panavision, C)—Marlon Brando, Trevor Howard
- SWEET BIRD OF YOUTH—(CS; MC)—Paul Newman, Geraldine Page
- SWORDSMAN OF SIENA—Stewart Granger, Silva Coscimo
- TARTARS, THE—(CS, C)—Victor Mature, Orson Welles
- TWO WEEKS IN ANOTHER TOWN—Kirk Douglas, Edward C. Robinson
- VERY PRIVATE AFFAIR, A—(MC)—Brigitte Bardot, Marcello Mastroianni
- WONDERFUL WORLD OF THE BROTHERS GRIMM, THE—(CR)—Laurence Harvey, Claire Bloom

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6010 ALL IN A NIGHT'S WORK—C-94m.—(TC)—Dean Martin, Shirley MacLaine—4805 (4-5-61)—Amusing, lightweight comedy
- 6101 BLOOD AND ROSES—MD-74m.—(TR-TC)—Mel Ferrer, Elsa Martinelli, Annette Vadim—4865 (9-13-61)—Arty vampire meller—Italian-made
- 6009 BLUEPRINT FOR ROBBERY—MD-88m.—J Pat O'Malley, Jay Barney—4786 (1-25-61)—Crime meller for the program
- BLUE HAWAII—MU-101m.—Elvis Presley, Joan Blackman—(TC; Panavision)—4885 (11-22-61)—Colorful island tour for Presley fans.
- 6103 BREAKFAST AT TIFFANY'S—C-115m.—(TC)—Audrey Hepburn, George Peppard—4873 (10-11-61)—Sophisticated entry; best for big city spots
- 6007 CINDERELLA—C-91m.—(TC)—Jerry Lewis, Anna Maria Alberghetti—4769 (11-23-60)—Fair Jerry Lewis entry should please his fans
- R6011 ELEPHANT WALK—D-103m.—(TC)—Elizabeth Taylor, Dana Andrews—4781 (1-11-61)—Reissue deserves plenty of attention—Reissue
- 6013 FOXHOLE IN CAIRO—MD-69m.—James Robertson Justice, Adrian Hoven—4787 (1-25-61)—Good war programmer
- 6015 LADIES MAN, THE—C-96m.—(TC)—Jerry Lewis, Helen Traubel—4830 (6-14-61)—Good Jerry Lewis entry
- 6018 LOVE IN A GOLDFISH BOWL—C-88m.—(TC)—Tommy Sands, Fabian, Jan Sterling—4830 (6-14-61)—Okay comedy with special angles for the teens
- 6102 MAN-TRAP—MD-93m.—(Panavision)—Jeffrey Hunter, Stella Stevens—4865 (9-13-61)—Unpleasant meller for program
- R6012 NAKED JUNGLE, THE—MD-96m.—(TC)—Eleanor Parker, Charlton Heston—4781 (1-11-61)—Tense reissue with many selling angles—Reissue
- 6016 ON THE DOUBLE—C-92m.—(TC; Panavision)—Danny Kaye, Dana Wynter—4819 (5-17-61)—Very funny Danny Kaye vehicle
- 6014 ONE-EYED JACKS—W-141m.—(TC)—Marlon Brando, Katy Jurado—4801 (3-22-61)—Impressive western with great potential
- 6017 PLEASURE OF HIS COMPANY, THE—C-114m.—(TC)—Fred Astaire, Debbie Reynolds—4819 (5-17-61)—Cute, entertaining
- SUMMER AND SMOKE—D-118m.—Laurence Harvey, Geraldine Page—(TC; Panavision)—4885 (11-22-61)—Superb acting high-lights high rating drama.
- R6104 WHITE CHRISTMAS—CMU-120m.—(TC)—Bing Crosby, Danny Kaye, Rosemary Clooney—4866 (9-13-61)—Should account for high grosses—Reissue
- 6008 WORLD OF SUZIE WONG, THE—D-129m.—(TC)—William Holden, Nancy Kwan—4765 (11-9-60)—High rating, colorful screen version of hit book and play

COMING FEATURES IN ORDER OF RELEASE

- Dec. ERRAND BOY, THE—Jerry Lewis

COMING

- COUNTERFEIT TRAITOR—(TC)—William Holden, Lili Palmer
- PIGEON THAT TOOK ROME, THE—Charlton Heston, Elsa Martinelli
- HATARI—(TC)—John Wayne, Red Buttons
- IRON MEN, THE—Sidney Poitier, Claudia Cardinale
- MAN WHO SHOT LIBERTY VALANCE, THE—James Stewart, John Wayne, Vera Miles
- MY GEISHA—(TC; Technirama)—Shirley MacLaine, Yves Montand
- ESCAPE FROM ZAHRAIN—(TC; Panavision)—Yul Brynner, Sal Mineo
- GIRL NAMED TAMIKO, A—(TC; Panavision)—Laurence Harvey, France Nuyen
- HELL IS FOR HEROES—Bobby Darin, Bob Newhart, Fess Parker
- TOO LATE BLUES—Bobby Darin, Stella Stevens
- WHO'S GOT THE ACTION—(TC)—Dean Martin, Lana Turner

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

- 112 ALL HANDS ON DECK—C-98m.—(CS; DC)—Pat Boone, Buddy Hackett, Barbara Eden—4809 (4-19-61)—Light-weight entertainment
- 128 BATTLE AT BLOODY BEACH—MD-83m.—(CS)—Audie Murphy, Dolores Michaels—4838 (7-12-61)—Okay war programmer
- 109 BETWEEN HEAVEN AND HELL—MD-94m.—(CS; DC)—Robert Wagner, Terry Moore, Broderick Crawford—4869 (9-27-61)—interesting war entry—Reissue
- 134 BIG GAMBLE, THE—CD-100m.—(CS; DC)—Stephen Boyd, Juliette Greco, David Wayne—4849 (8-23-61)—Interesting adventure comedy
- 120 BIG SHOW, THE—D-113m.—(CS; DC)—Ester Williams, Cliff Robertson—4819 (5-17-61)—Good entry for program—Filmed abroad
- 105 CANADIANS, THE—MD-85m.—(CS; DC)—Robert Ryan, John Dehner—4802 (3-22-61)—Tale of early Canada for the program
- 111 CIRCLE OF DECEPTION—MD-100m.—(CS)—Bradford Dillman, Suzy Parker—4787 (1-25-61)—Good counter intelligence war meller for the program
- COMANCHE FOS, THE—W-107m.—(CS; C)—John Wayne, Stuart Whitman, Ina Balin—4882 (11-8-61)—Solid adventure entry
- 114 DAYS OF THRILLS AND LAUGHTER—COMP-93m.—Produced and written by Robert Youngson—4802 (3-22-61)—Novelty for certain spots
- 053 DESERT ATTACK—MD-76m.—John Mills, Sylvia Syms—4789 (2-8-61)—Okay English war meller for the program—England
- 108 ENEMY BELOW, THE—MD-98m.—(CS; DC)—Robert Mitchum, Curt Jurgens, Al Hedison—4869 (9-27-61)—Absorbing, suspenseful submarine war meller—Reissue
- 057 ESTHER AND THE KING—D-109m.—(CS; DC)—Joan Collins, Richard Egan—4769 (11-23-60)—Interesting costume drama
- 110 FERRY TO HONG KONG—MD-103m.—(CS; DC)—Curt Jurgens, Orson Welles, Sylvia Syms—4789 (2-8-61)—Colorful, well-enacted meller
- 120 FIERCEST HEART, THE—MD-91m.—(CS; DC)—Stuart Whitman, Juliet Prowse—4805 (4-5-61)—Programmer has new names to sell
- 056 FLAMING STAR—101m.—(CS; DC)—Elvis Presley, Barbara Eden—4781 (1-11-61)—Good action entry has Presley draw
- 132 FRANCIS OF ASSISI—D-105m.—(CS; DC)—Bradford Dillman, Dolores Hart—4838 (7-12-61)—Effective and highly interesting religious drama
- 122 FROGMEN, THE—MD-96m.—Richard Widmark, Dana Andrews—4869 (9-27-61)—War thriller should ride into the better money—Reissue
- 339 GODDESS OF LOVE, THE—MD-68m.—(CS; DC)—Belinda Lee, Jacques Sernas—4765 (11-9-60)—Mediocre fare for the duallers—English dialogue; made in Italy
- 106 HOUSE OF BAMBOO—MD-102m.—(CS; DC)—Robert Ryan, Robert Stack, Shirley Yamaguchi—4869 (9-27-61)—Highly interesting meller—Reissue
- 136 HUSTLER, THE—D-135m.—(CS)—Paul Newman, Jackie Gleason, Piper Laurie—4869 (9-27-61)—Good off-beat drama about off-beat people
- 037 LEGIONS OF THE NILE—MD-91m.—(CS; DC)—Linda Cristal, Ettore Manni—4766 (11-9-60)—Acceptable for the program—(Dubbed in English; made in Italy)
- 102 LITTLE SHEPHERD OF KINGDOM COME, THE—108m.—(CS; DC)—Jimmie Rodgers, Luana Patten—4782 (1-11-61)—Entertaining, heart-warming family story
- 113 LONG ROPE, THE—W-61m.—(CS)—Hugh Marlowe, Lisa Montell—4790 (2-8-61)—Program western
- 137 MARINES, LET'S GO—C-104m.—(CS; DC)—Tom Tyron, David Hedison, Linda Hutchins—4846 (8-9-61)—Mediocre war comedy

- Fanny..... A2 WB
- Fast Set, The..... For.
- Fate Of A Man..... A3 For.
- Ferry To Hong Kong..... A2 Fox
- Fever In The Blood, A..... A3 WB
- Fiercest Heart, The..... A2 Fox
- Five Golden Hours..... A3 Col.
- Five Guns To Tombstone..... A1 UA
- Five Kinds Of Love..... Col.
- Flaming Star..... A1 Fox
- Flight That Disappeared..... A1 UA
- Flower Drum Song..... U-I
- Follow A Star..... For.
- Follow That Dream..... UA
- Four Horsemen Of The Apocalypse MGM
- Foxhole In Cairo..... B Par.
- Frantic..... A2 For.
- French Mistress, A..... A3 For.
- Freud..... U-I
- Francis Of Assisi..... A1 Fox
- Frogmen, The—RE..... A1 Fox
- From A Roman Balcony..... For.
- Frontier Uprising..... A1 UA
- Fury Of The Barbarians..... Col.

G

- Gambler Wore A Gun, The..... A1 UA
- General Della Rovere..... A2 For.
- George Raft Story, The..... AA
- Geronimo..... UA
- Gidget Goes Hawaiian..... A2 Col.
- Gigot..... Fox
- Girl Named Tamiko, A..... Par.
- Girl In Room 13..... B Misc.
- Girl With A Suitcase..... A3 For.
- Go Naked In The World..... B MGM
- Goddess Of Love, The..... B Fox
- Gold Inside, The..... Col.
- Gold Of The Seven Saints..... A2 WB
- Goliath And The Dragon..... A2 A-I
- Gone With The Wind—RE..... B MGM
- Good Girls Beware..... For.
- Goodbye Again..... B UA
- Gorgo..... A1 MGM
- Grass Is Greener, The..... A3 U-I
- Great Imposter, The..... A2 U-I
- Great War, The..... A3 UA
- Green Helmet, The..... A1 MGM
- Green Mare, The..... For.
- Greyfriars Bobby..... A1 BV
- Guns Of The Black Witch..... A-I
- Gun Fight..... A1 UA
- Guns In The Afternoon..... MGM
- Guns Of The Navarone, The..... Col.
- Gypsy..... WB

H

- Hand, The..... A2 A-I
- Hand In Hand..... A1 Col.
- Hand Of Death..... Fox
- Happy Thieves, The..... UA
- Hatari..... Par.
- Hell Is For Heroes..... Par.
- Hellions..... Col.
- Hemingway's Young Man..... Fox
- Herod, The Great..... B AA
- Heroes Die Young..... A3 AA
- Hideous Sun Demon, The..... Misc.
- Hippodrome..... For.
- Hitler..... AA
- H. M. S. Defiant..... Col.
- Home Is The Hero..... A2 For.
- Homicidal..... A2 Col.
- Honeymoon Machine..... A1 MGM
- Hoodlum Priest, The..... A2 UA
- Horizontal Lieutenant, The..... MGM
- Horse With The Flying Tail, The..... BV
- House Of Bamboo, The—RE..... A2 Fox
- House Of Fright..... B A-I
- House Of Women..... WB
- How The West Was Won..... MGM
- Hustler, The..... A3 Fox

I

- I Thank A Fool..... MGM
- Innocents, The..... Fox
- Inspector, The..... Fox
- Interns, The..... Col.
- Invasion Quartet..... A1 MGM
- Iron Men, The..... Par.
- It Happened In Broad Daylight... For.
- It Happened In Athens..... Fox

J

Jason And The Golden Fleece... Col.
Jazz Boat... B Col.
Joker, The... B For.
Journey To The Lost City... A2 A-I
Journey To The Seventh Planet... A-I
Judgment At Nuremberg... A2 UA

K

Kid Galahad... UA
King Of Kings, The... SP MGM
King Of The Roaring '20's... A3 AA
Konga... A2 A-I

L

Lad: A Dog... A1 WB
Ladies' Man... A1 Par.
La Dolce Vita... SP For.
Lady For A Knight... UA
Lady L... MGM
Land We Love, The... UA
Last Sunset, The... B U-I
Last Time I Saw Archie, The... A2 UA
Last Woman On Earth, The... Misc.
Lawless Breed The-RE... A2 U-I
Lawrence Of Arabia... Col.
League Of Gentlemen, The... A3 For.
Leda... B For.
Left, Right and Center... A1 For.
Legions Of The Nile... B Fox
Light In The Piazza, The... MGM
Lion Of Sparta... Fox
Little Angel... A1 For.
Little Shepherd Of Kingdom...
Come, The... A1 Fox
Little Shop Of Horrors, The... Misc.
Lonely Are The Brave... U-I
Long Rope, The... A2 Fox
Long And The Short And The...
Tall, The... For.
Longest Day, The... Fox
Look In Any Window... B AA
Loss Of Innocence... A3 Col.
Lost Battalion, The... A-I
Love And The Frenchwoman... B For.
Love In A Goldfish Bowl... B Par.
Love Game, The... C For.
Lover Come Back... U-I
Loves Of Salammbo, The... Fox

M

Ma Barker's Killer Brood... Misc.
Mad Dog Coll... B Col.
Madison Avenue... Fox
Magdalena... C For.
Magic Boy, The... A1 MGM
Majority Of One, A... WB
Make Mine Mink... A3 For.
Man In The Moon... A2 For.
Man-Trap... B Par.
Man Who Shot Liberty Valance,
The... Par.
Man Who Wagged His Tail, The... A1 For.
Marriage-Go-Round... B Fox
Marines Lets Go... B Fox
Mary Had A Little... B UA
Mask, The... A2 WB
Master Of The World... A1 A-I
Matter Of Morals, A... B UA
Mein Kampf... A2 Col.
Merrill's Marauders... WB
Midnight Story, The-RE... A2 U-I
Mighty Crusaders, The... A1 For.
Millionaire, The... B Fox
Minotaur, The... B UA
Miracle Of Our Lady Of Fatima,
The-RE... A1 WB
Misfits, The... B UA
Mr. Sardonicus... A2 Col.
Misty... A1 Fox
Modigliani Of Montparnasse... For.
Monster Of The Piedras Blancas,
The... Misc.
Moon Pilot... BV
Morals Squad... Misc.
Morgan The Pirate... B MGM
Most Dangerous Man Alive, The... B Col.
Music Man, The... W
Murder, She Said... MGM
Mutiny On The Bounty... MGM
My Geisha... Par.
Mysterious Island... A1 Col.

N

Naked Edge, The... A2 UA
Naked Jungle, The-RE... A2 Par.
Neapolitan Carousel... A2 For.
Night Affair... For.
Nikki, Wild Dog Of The North... A1 BV
Ninth Circle, The... A3 For.
No Man Is An Island... U-I
North To Alaska... A3 Fox
Not Tonight, Henry... Misc.
Notorious Landlady... Col.

O

Okefenokee... Misc.
Ole Rex... A1 U-I
On The Double... A1 Par.

101 MARRIAGE-GO-ROUND, THE-C-98m.- (CS; DC)-Susan Hayward, James Mason, Julie Newmar-4774 (12-7-60)-Cute and amusing man's comedy
131 MISTY-D-92m.- (CS; DC)-David Ladd, Pam Smlth, Phantom, the horse-4834 (6-28-61)-Good entry for family trade and youngsters
104 MILLIONAIRESS, THE-C-90m.- (CS; DC)-Sophia Loren, Peter Sellers, Alastair Sim-4787 (1-25-61)-Success depends on name power
051 NORTH TO ALASKA-C-122m.- (CS; DC)-John Wayne, Capucine, Fabian-4766 (11-9-60)-Comedy has angles
135 PIRATES OF TORTUGA-MD-97m.- (CS; DC)-Ken Scott, Leticia Roman-4874 (10-11-61)-Okay entry for the program
121 RACERS, THE-MD-112m.- (CS; DC)-Kirk Douglas, Bella Darvi-4846 (8-9-61)-Entertaining auto racing entry- Reissue
126 RETURN TO PEYTON PLACE-D-122m.- (CS; DC)-Carol Lynley, Jeff Chandler, Eleanor Parker-4814 (5-3-61)-Sequel should prove popular
127 RIGHT APPROACH, THE-CD-92m.- (CS)-Frankie Vaughan, Martha Hyer-4814 (5-3-61)-Modern youth opus misses
115 SANCTUARY-D-90m.- (CS)-Lee Remick, Yves Montand-4794 (2-22-61)-Off-beat look at life and love in the south
SECOND TIME AROUND-C-99m.- (CS; DC)-Debbie Reynolds, Steve Forrest-4882 (11-8-61)-Amusing comedy has angles
140 SEVEN WOMEN FROM HELL-MD-88m.- (CS)-Patricia Owens, Cesar Romero-4877 (10-25-61)-Exploitable programmer
SILENT CALL, THE-D-63m.-Gail Russell, David McLean, Pete, the dog-4885 (11-22-61)-Fair lower half dog entry
044 SQUAD CAR-MD-61m.- Vici Raaf, Paul Bryar-4787 (1-25-61)-For the lower half
116 SNIPER'S RIDGE-MD-61m.- (CS)-Jack Ging, Stanley Clements-4790 (2-8-61)-Fair war programmer
130 SNOW WHITE AND THE THREE STOOGES-C-107m.- (CS; DC)-Carol Heiss, 3 Stooges-4825 (5-31-61)-Attractive entry for families and children in particular
107 STOPOVER TOKYO-MD-100m.- (CS; DC)-Robert Wagner, Joan Collins, Edmond O'Brien-4869 (9-27-61)-Fairly interesting meller-Reissue
050 TESS OF THE STORM COUNTRY-D-84m.- (CS; DC)-Diane Baker, Jack Ging-4790 (2-8-61)-Interesting version of classic
117 TRAPP FAMILY, THE-D-106m.- (DC)-Ruth Leuwerik, Hans Holt-4797 (3-8-61)-Family yarn good for the program-German made; dubbed in English
125 UPSTAIRS AND DOWNSTAIRS-C-100m.- (DC)-Mylene Demongeot, Michael Craig-4777 (12-21-60)-Cute comedy-English
133 VOYAGE TO THE BOTTOM OF THE SEA-MD-107m.- (CS; DC)-Walter Pidgeon, Joan Fontaine-4834 (6-28-61)-Modern day science fiction should do okay
129 WILD IN THE COUNTRY-D-114m.- (CS; DC)-Elvis Presley, Hope Lange-4830 (6-14-61)-Well-made dramatic story has reel for draw
054 WIZARD OF BAGHDAD, THE-C-93m.- (CS; DC)-Dick Shawn, Diane Baker-4777 (12-21-60)-Amusing programmer

COMING FEATURES IN ORDER OF RELEASE

Nov. PURPLE HILLS-(C)-Gene Nelson, Joanna Barnes
Dec. TWO LITTLE BEARS-(CS)-Brenda Lee, Eddie Albert

COMING

ADVENTURES OF A YOUNG MAN-(CS, DC)-Richard Beymer, Paul Newman, Susan Strasberg, Eli Wallach
BACHELOR FLAT-(C; CS)-Celeste Holm, Tuesday Weld, Terry Thomas
CLEOPATRA-(Todd-AO; C)-Elizabeth Taylor, Richard Burton, Rex Harrison
GIGOT-Jackie Gleason
HAND OF DEATH-John Agar, Paula Raymond
HEMINGWAY'S YOUNG MAN-(CS; DC)-Richard Beymer, Susan Strasberg
INNOCENTS, THE-Deborah Kerr, Michael Redgrave
INSPECTOR, THE-(CS; DC)-Stephen Boyd, Dolores Hart
IT HAPPENED IN ATHENS-(CS; C)-Jayne Mansfield, Nico Minardos
LION OF SPARTA-(CS; C)-Richard Egan, Diane Baker
LONGEST DAY, THE-(CS; DC)-William Holden, Richard Todd, Peter Lawford
LOVES OF SALAMMBO, THE-(DC)-Jeanne Valerie, Jacques Sernas
MADISON AVENUE-(CS)-Dana Andrews, Eleanor Parker
QUEEN'S GUARD, THE-(CS; DC)-Raymond Massey, Robert Stevens-England
SATAN NEVER SLEEPS-(CS; C)-William Holden, France Nuyen, Clifton Webb
STATE FAIR-(CS; DC)-Pat Boone, Alice Faye, Bobby Darin
SWINGING ALONG-(CS; DC)-Tommy Noonan, Pete Marshall
20,000 EYES-Gene Nelson, Merry Anders, James Brown
TENDER IS THE NIGHT-(CS; DC)-Jennifer Jones, Jason Robards, Jr., Joan Fontaine
WOMAN HUNT-Save Peck, Lisa Lu

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6127 BOY WHO CAUGHT A CROOK-MD-72m.-Wanda Hendrix, Rober Mobley, Don Beddoe-4874 (10-11-61)-Lower half filler-Kent-Cahn
6119 BY LOVE POSSESSED-D-115m.- (DC)-Lana Turner, Efram Zimbalist, Jr.-4830 (6-14-61)-High rating drama has marquee power-Mirisch
6121 CAT BURGLAR, THE-MD-64m.-Jack Hogan, June Kenney-4874 (10-11-61)-For the lower half-Harvard
6111 DOCTOR BLOOD'S COFFIN-D-92m.- (C)-Kiernon Moore, Hazel Court-4834 (6-28-61)-Horror drama for program-English-Caralan
6101 EXODUS-MD-213m.- (Super Panavision 70; TC)-Paul Newman, Eva Marie Saint-4778 (12-21-60)-High rating-Preminger
6134 EXPLOSIVE GENERATION, THE-D-89m.-William Shatner, Patty McCormack, Lee Kinsolving-4870 (9-27-61)-Better program entry with special appeal for teens and parents-Vega
6104 FACTS OF LIFE, THE-C-103m.-Bob Hope, Lucille Ball-4771 (11-23-60)-Bright, adult comedy has potent name power-H-L-P
6102 FIVE GUNS TO TOMBSTONE-W-71m.-James Brown, Della Sherman-4790 (2-28-61)-Average western-Zenith
FLIGHT THAT DISAPPEARED, THE-D-72m.-Craig Hill, Paula Raymond-4870 (9-27-61)-Lower half filler-Harvard
6103 FRONTIER UPRISING-W-68m.-James Davis, Nancy Hadley-4790 (2-8-61)-Cowboys, Indians, Mexicans and the U.S. Cavalry ride again-Zenith
6109 GAMBLER WORE A GUN, THE-W-66m.-James Davis, Merry Anders-4810 (4-19-61)-Average western for action spots-Zenith
6125 GOODBYE AGAIN-D-120m.-Ingrid Bergman, Yves Montand, Anthony Perkins-4838 (7-12-61)-Romance has lots to offer-Argus
6113 GUN FIGHT-W-68m.-James Brown, Joan Staley-4834 (6-8-61)-Lower half filler-Zenith
6132 GREAT WAR, THE-D-118m.-Vittorio Gassman, Silvano Mangano-4867 (9-13-61)-Interesting entry will appeal primarily in art spots-Italian-made-Dubbed in English-Lopert
6107 HOODLUM PRIEST, THE-D-101m.-Don Murray, Larry Gates-4794 (2-22-61)-High rating drama-Murray-Wood
JUDGMENT AT NUREMBERG-D-189m.-70mm-Spencer Tracy, Burt Lancaster, Marlene Dietrich-4878 (10-25-61)-Highly interesting, well-made court room drama has names-Kramer
6118 LAST TIME I SAW ARCHIE, THE-C-98m.-Robert Mitchum, Martha Hyer-4827 (5-31-61)-Humorous and entertaining tale of G. I.'s in training-Mark VII, Ltd.
MARY HAD A LITTLE-C-79m.-Agnes Laurent, Jack Watling-4841 (7-26-61)-Mediocre comedy for lower half-English
6108 MATTER OF MORALS, A-D-90m.-Maj-Britt Nilsson, Patrick O'Neal-4831 (6-14-61)-Interesting drama-Filmed in Sweden
6115 MINOTAUR, THE-MD-92m.- (TC; Totalscope)-Bob Mathias, Rosanna Schiaffino-4814 (5-3-61)-Another Italian spectacle for the program-Italian-made; English dialogue
6105 MISFITS, THE-D-124m.-Clark Gable, Marilyn Monroe-4790 (2-8-61)-Unusual, absorbing and adult entry-Seven Arts
6120 NAKED EDGE, THE-D-99m.-Gary Cooper, Deborah Kerr-4838 (7-12-61)-Has interest and angles-Pennebaker-Baroda-English
6106 OPERATION BOTTLENECK-MD-78m.-Ron Foster, Miiko Taka-4794 (2-22-61)-Lower half war meller-Zenith
6131 PARIS BLUES-D-98m.-Paul Newman, Joanne Woodward, Sidney Poitier-4874 (10-11-61)-Highly interesting Parisian jazz and love entry-Pennebaker-Diane
POCKETFUL OF MIRACLES-C-136m.- (Panavision TC)-Glenn Ford, Bette Davis-4882 (11-8-61)-Fine entertainment-Franton
6029 POLICE DOG STORY, THE-MD-61m.-James Brown, Merry Anders-4791 (2-8-61)-Family-type meller for duallers-Zenith
6117 REVOLT OF THE SLAVES, THE-D-99m.- (TotalScope; EC)-Rhonda Fleming, Lang Jeffries-4831 (6-14-61)-Lots of action in another Italian-made spectacle-Italian-made; dubbed in English-Moffa
6133 SEASON OF PASSION-D-92m.-Ernest Borgnine, Anne Baxter, John Mills-4875 (10-11-61)-Interesting picturization of international play-Norman
6130 SECRET OF DEEP HARBOR-MD-70m.-Ron Foster, Merry Anders-4875 (10-11-61)-Satisfactory program meller-Harvard
6112 SNAKE WOMAN, THE-D-68m.-John McCarthy, Susan Travers-4819 (5-17-61)-Horror item for lower half-English made
6123 THREE ON A SPREE-C-83m.-Jack Watling, Carole Lesley-4866 (9-13-61)-Mediocre comedy-Caralan-English-made
6126 TEENAGE MILLIONAIRE-MUC-84m.-Jimmy Clanton, Rocky Graziano, Zasu Pitts-4849 (8-23-61)-Rock 'n' roll entry mailyn for teeners (Partly color)
6135 TOWN WITHOUT PITY-D-105m.-Kirk Douglas, Christine Kaufman-4875 (10-11-61)-Absorbing adult drama
WEST SIDE STORY-MUD-155m.- (Panavision 70; TC)-Natalie Wood, Richard Beymer-4870 (9-27-61)-Highly entertaining entry headod for top returns-Mirisch
6116 WHEN THE CLOCK STRIKES-D-72m.-James Brown, Merry Anders-4835 (6-28-61)-Lower half filler
X-15-D-106 1/2 m.- (Panavision; TC)-David McLean, Charles Bronson-4885 (11-22-61)-Interesting air force yarn
6128 YOUNG DOCTORS, THE-D-100m.-Frederic March, Ben Gazzara, Ina Balin-4850 (8-23-61)-Interesting drama of hospital lives and loves-Drexel-Miller-Turman
6122 YOU HAVE TO RUN FAST-MD-71m.-Craig Hill, Elaine Edwards-4850 (8-23-61)-Lower half dualler-Harvard
6114 YOUNG SAVAGES, THE-D-100m.-Burt Lancaster, Dina Merrill, Shelly Winters-4814 (5-3-61)-Serious, fascinating probe of juvenile delinquency-Contemporary

COMING FEATURES IN ORDER OF RELEASE

Nov. DEAD TO THE WORLD-Rudy Talton, Jana Pearce
Nov. VIRGINS OF ROME, THE-Louis Jordan, Sylvia Simms
Dec. SOMETHING WILD-Carroll Baker, Ralph Meeker-Prometheus
Dec. ONE, TWO, THREE-James Cagney

COMING

BIRD MAN OF ALCATRAZ, THE—Burt Lancaster, Kari Malden, Thelma Ritter
CHILDREN'S HOUR, THE—Audrey Hepburn, Shirley MacLaine, James Garner—Mirisch
GERONIMO—(TC)—Chuck Connors
FOLLOW THAT DREAM—Elvis Presley, Arthur O'Connell, Joanna Moore—Mirisch
HAPPY THIEVES, THE—Rita Hayworth, Rex Harrison
KID GALAHAD—Elvis Presley, Gig Young, Lola Albright
LAND WE LOVE, THE—(C; Panavision)—James Mason, Kate Manx, Neville Brand—Daystar
LADY FOR A KNIGHT—Norman Wisdom, Millicent Martin (Knightsbridge)
PHAEDRA—Melina Mercouri, Tony Perkins, Raf Vallone—(Dassin)
ROAD TO HONG KONG, THE—Bob Hope, Bing Crosby, Joan Collins, Dorothy Lamour
SAINTLY SINNERS—Don Beddige, Ellen Corby
SERGEANTS 3—(TC; Panavision)—Frank Sinatra, Ruta Lee, Dean Martin—Essex
SPIDER'S WEB, THE—(TC)—Glynis Johns, John Justin—Danziger
ST. GEORGE AND THE 7 CURSES—(Super-Percepto-Vision)—Basil Rathbone—Gordon
TARAS BULBA—Tony Curtis, Yul Brynner, Ilka Windish, Brad Dexter
VALIANT, THE—John Mills, Ettore Manni—B. H. P.
WAR HUNT—John Saxon

UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

BACK STREET—D-107m.—(EC)—Susan Hayward, John Gavin, Vera Miles—4875 (10-11-61)—Plush femme's drama with popular Hunter touch
6120 BLAST OF SILENCE—MD-77m.—Allen Baron, Molly McCarthy—4810 (4-19-61)—Better program entry
6121 COME SEPTEMBER—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee—4835 (6-28-61)—Highly enjoyable comedy
6115 CURSE OF THE WEREWOLF, THE—91m.—(EC)—Clifford Evans, Yvonne Romain—4820 (5-17-61)—Horror Import should get attention—English
FLOWER DRUM SONG—MU-133m.—(Panavision, C)—Nancy Kwan, James Shigeta, Myoshi Umeki—4887 (11-22-61)—Highly entertaining musical is pleasure-packed
6103 GRASS IS GREENER, THE—C-105m.—(TC; Technirama)—Cary Grant, Deborah Kerr—4775 (12-7-60)—Sophisticated, adult comedy headed for big business
6104 GREAT IMPOSTOR, THE—CD-112m.—Tony Curtis, Joan Blackman—4771 (11-23-60)—Highly entertaining entry
6117 LAST SUNSET, THE—D-112m.—(EC)—Rock Hudson, Kirk Douglas, Dorothy Malone—4827 (5-31-61)—Western has angles to put it across in fine fashion
6108 LAWLESS BREED, THE—W-83m.—(TC)—Rock Hudson, Julia Adams—4870 (9-27-61)—Better than average western—Reissue
5626 MIDNIGHT STORY, THE—MD-89m.—(CS; TC)—Tony Curtis, Marisa Pavan—4870 (9-27-61)—Interesting, well-made cop melodrama—Reissue
6114 OLE REX—D-40m.—(EC)—Rex, Billy Hughes—4802 (3-22-61)—Good featurette programmer
6113 PHARAOH'S WOMAN, THE—D-88m.—(EC; TechniScope)—John Drew Barrymore, Linda Cristal—4815 (5-3-61)—Fair programmer—Italian-made; dubbed in English
6112 POSSE FROM HELL—W-89m.—(EC)—Audie Murphy, Zohra Lampert—4802 (3-22-61)—Good western
6102 PRIVATE LIVES OF ADAM AND EVE, THE—C-87m.—(Part color)—Mickey Rooney, Mamie Van Doren—4831 (6-14-61)—Tasteless comedy strictly for exploitation spots
5622 RAWHIDE YEARS, THE—OMD-85m.—(TC)—Tony Curtis, Coleen Miller—4871 (9-27-61)—Action entry entertains—Reissue
6106 ROMANOFF AND JULIET—C-112m.—(TC)—Peter Ustinov, Sandra Dee—4820 (5-17-61)—Humorous comedy is well made—Filmed abroad
6109 SERGEANT WAS A LADY, THE—C-72m.—Martin West, Venetia Stevenson—4866 (9-13-61)—Fair comedy for the program
SECRET WAYS, THE—D-112m.—Richard Widmark, Sonja Ziemann—4802 (3-22-61)—Taut espionage thriller should please—Made in Europe
6116 SHADOW OF THE CAT, THE—MD-79m.—Andre Moreli, Barbara Shelley—4820 (5-17-61)—Good horror item—English
6105 SHAKEDOWN, THE—MD-91m.—Terence Morgan, Hazel Court—4847 (8-9-61)—Lower half meller—English
6119 TAMMY TELL ME TRUE—CD-97m.—(EC)—Sandra Dee, John Gavin—4835 (6-28-61)—Warm yarn has appeal for youngsters and family trade
6107 TO HELL AND BACK—BIOD-106m.—(CS; TC)—Audie Murphy, Marshall Thompson—4871 (9-27-61)—Well-made war film should have wide appeal—Reissue
6110 TOMBOY AND THE CHAMP—D-92m.—(EC)—Candy Moore, Ben Johnson—4791 (2-8-61)—Good family programmer
6118 TROUBLE IN THE SKY—D-76m.—Michael Craig, Elizabeth Seal—4835 (6-28-61)—Okay programmer—English
6111 WINGS OF CHANCE—MD-76m.—(EC)—Jim Brown, Frances Rafferty—4798 (3-8-61)—Okay programmer

COMING

CAPE FEAR—Gregory Peck, Polly Bergen
FREUD—Montgomery Clift, Susannah York
LONELY ARE THE BRAVE—(Panavision)—Kirk Douglas, Gena Rowlands
LOVER COME BACK—(C)—Rock Hudson, Doris Day, Tony Randall
NO MAN IS AN ISLAND—Jeffrey Hunter
OUTSIDER, THE—Tony Curtis, Miriam Colon
SIX BLACK HORSES—(C)—Audie Murphy, Joan O'Brien
SPIRAL ROAD, THE—(C; Panavision)—Rock Hudson, Burl Ives, Gena Rowlands
TOUCH OF MINK—(C; Panavision)—Cary Grant, Doris Day
UGLY AMERICAN—(C)—Marlon Brando, Eiji Okada, Sandra Church

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

014 BIMBO THE GREAT—MD-93m.—(EC; CircusScope)—Charles Holm, Maryanne Shields—4815 (5-3-61)—Circus film has angles—German-made; dubbed in English
155 CLAUDELLE INGLISH—D-99m.—Diane McBain, Arthur Kennedy—4866 (9-13-61)—Moderately interesting drama of backwoods bad girl
013 FABULOUS WORLD OF JULES VERNE, THE—SFD-84m.—(Mystimation)—Louis Locke, Ernest Revere, Jane Zale—4815 (5-3-61)—Interesting science fiction entry—Filmed abroad
016 FANNY—D-133m.—(TC)—Leslie Caron, Maurice Chevalier, Charles Boyer—4835 (6-28-61)—Excellent
008 FEVER IN THE BLOOD, A—D-117m.—Efrim Zimbalist, Jr., Angie Dickinson—4787 (1-26-61)—Interesting dramatic fare on world of politics
009 GOLD OF THE SEVEN SAINTS—MD-88m.—(WarnerScope)—Clint Walker, Leticia Roman—4791 (2-8-61)—Good outdoor action entry
MAJORITY OF ONE, A—CD-153m.—Rosalind Russell, Alec Guinness—(TC)—4888 (11-22-61)—Warm comedy drama mixes tolerance and laughs.
MASK, THE—MD-83m.—(3d-C)—Paul Stevens, Claudette Nevins—5583 (11-8-61)—Novelty with some 3d sequences has angles
006 MIRACLE OF OUR LADY OF FATIMA, THE—D-102m.—Gilbert Roland, Angela Clark—4871 (9-21-61)—Well-made religious film—Reissue
015 PARRISH—D-140m.—(TC)—Troy Donahue, Claudette Colbert—4798 (3-8-61)—Interesting drama, particularly for the gals
011 PORTRAIT OF A MOBSTER—MD-108m.—Vic Morrow, Leslie Parrish—4803 (3-22-61)—Good gangster yarn for action spots
003 SINS OF RACHEL CADE, THE—D-123m.—(TC)—Angie Dickinson, Peter Finch—4798 (3-8-61)—Highly interesting drama with "Congo" background
154 SPLENDOR IN THE GRASS—D-124m.—(TC)—Natalie Wood, Warren Beatty—4866 (9-13-61)—High rating drama on provocative theme
012 STEEL CLAW, THE—MD-96m.—(TC)—George Montgomery, Charita Luna—4820 (5-17-61)—Good programmer
007 SUNDOWNERS, THE—D-133m.—(TC)—Deborah Kerr, Robert Mitchum—4766 (11-9-60)—Highly interesting drama
157 SUSAN SLADE—D-116m.—(TC)—Troy Donahue, Connie Stevens—4876 (10-11-61)—Well-made drama has angles
010 WHITE WARRIOR, THE—MD-86m.—(TC; Dyali-Scope)—Steve Reeves, Georgia Moll—4791 (2-8-61)—Okay action spectacle for the program—Italian-made; dubbed in English
151 WORLD BY NIGHT—NOV.-103m.—(TC; TR)—Vaudeville—4850 (8-23-61)—Good variety show for the program

COMING

Dec. ROMAN SPRING OF MRS. STONE, THE—(C)—Vivien Leigh, Warren Beatty
Feb. LAD: A DOG—(TC)—Peggy McCay, Peter Breck

COMING FEATURES IN ORDER OF RELEASE

BLACK GOLD—Philip Carey, Diane McBain
CHAPMAN REPORT, THE—(TC)—Shelley Winters, Efrim Zimbalist, Jr.
COUCH, THE—Grant Williams, Shirley Knight
GYPSY—(TC)—Natalie Wood, Rosalind Russell
HOUSE OF WOMEN—Shirley Knight, Andrew Duggan
LOVERS MUST LEARN—(TC)—Troy Donahue, Suzanne Pleshette
MERRILL'S MARAUDERS—(TC)—Jeff Chandler, Ty Hardin
MUSIC MAN, THE—(TC)—Robert Preston, Shirley Jones
SAMAR—(TC)—George Montgomery, Ziva Rodann
SINGER NOT THE SONG—(CS; C)—Dirk Bogarde, John Mills, Mylene Demongeot—England

MISCELLANEOUS

AFTER MEIN KAMPF—DOC-74m.—Written and directed by Ralph Porter—4847 (9-9-61)—Semi-documentary on Hitler and associates; has angles and interest—Brenner
ATLAS—MD-84m.—(EC; Vistascope)—Michael Forrest, Barboura Morris—4820 (5-1-61)—Spectacle programmer for action spots—Filmgroup
BUFFALO GUN—W-72m.—Marty Robbins, Mary Ellen Kay—4841 (7-26-61)—Mediocre western entry—Globe
CAREER GIRLS ON A NAKED HOLIDAY—NOV.-65m.—Zelda Suppice—4798 (3-8-1)—Another nudist colony exposition—Brenner

One-Eyed Jacks..... A3 Par.
One Hundred And One Dalmatians A1 BV
One Plus One..... A3 Misc.
Operation Bottleneck..... A2 UA
One, Two, Three..... UA
Operation Camel..... A1 A-I
Operation Eichmann..... A3 AA
Ostrich Has Two Eggs, The..... For.
Outsider, The..... U-I

P

Parent Trap, The..... A1 BV
Paris Blues..... B UA
Parrish..... B WB
Passport To China..... A1 Col.
Pepe..... A1 Col.
Phaedra..... UA
Pharaoh's Woman..... B U-I
Picnic—RE..... B Col.
Picnic On The Grass..... For.
Pigeon That Took Rome, The..... Par.
Pirates Of Tortuga..... A1 Fox
Pit And The Pendulum, The..... A2 A-I
Play It Cooler..... Col.
Pleasure Of His Company, The..... A2 Par.
Plunderers, The..... A3 AA
Pocketful Of Miracles..... A2 UA
Police Dog Story..... A1 UA
Portrait Of A Mobster..... B WB
Portrait Of A Sinner..... B A-I
Posse From Hell..... A2 U-I
Primitive Paradise..... Misc.
Private Lives Of Adam And Eve, The..... B U-I
Pure Hell Of St. Trinians..... For.
Purple Hills..... A1 Fox

Q

Queen's Guard, The..... Fox
Queen Of The Pirates..... A1 Col.
Question 7..... For.

R

Racers, The—RE..... B Fox
Raisin In The Sun, A..... A2 Col.
Rawhide Years, The—RE..... A2 U-I
Reprive..... AA
Return To Peyton Place..... A3 Fox
Revolt Of The Slaves..... B UA
Right Approach, The..... B Fox
Ring Of Fire..... A3 MGM
Risk, The..... A2 For.
Road To Hong Kong, The..... UA
Rocco And His Brothers..... A3 For.
Rocket Attack, U. S. A...... A3 Misc.
Roman Spring Of Mrs. Stone, The A3 WB
Romanoff And Juliet..... A1 U-I
Roses For The Prosecutor..... For.
Rue De Paris..... A3 For.

S

St. George And The 7 Curses..... UA
Sail A Crooked Ship..... Col.
Saintly Sinners..... A1 UA
Samar..... B WB
Sanctuary..... B Fox
Sand Castle, The..... A1 Misc.
Satan Never Sleeps..... Fox
Saturday Night And Sunday Morning..... C For.
Scream Of Fear..... A2 Col.
Season Of Passion..... A3 UA
Second Time Around, The..... A1 Fox
Secret File: Hollywood..... Misc.
Secret Of Monte Cristo, The..... A1 MGM
Secrets Of Women..... For.
Secret Of Deep Harbor, The..... A2 UA
Secret Partner, The..... A2 MGM
Secret Ways, The..... A2 U-I
Serengeti Shall Not Die..... A1 AA
Sergeant Was A Lady, The..... U-I
Sergeants 3..... UA
Seven Women From Hell..... A3 Fox
Seventh Commandment, The..... Misc.
Sex Kittens Go To College..... B AA
Shadow Of The Cat..... A2 U-I
Shadows..... Misc.
Shakedown, The..... B U-I
Shangri-La..... Misc.
Silent Call, The..... A1 Fox
Sin Of Rachel Cade, The..... A3 WB
Singer Not The Song, The..... WB
Six Black Horses..... U-I
Snake Woman..... A1 UA
Sniper's Ridge..... A2 Fox
Snow White And The 3 Stooges... A1 Fox
Solid Gold Cadillac, The—RE... A2 Col.
Some Like It Cool..... For.
Something Wild..... UA
Spessart Inn, The..... For.
Spiral Road, The..... U-I
Splendor In The Grass..... B WB
Spider's Web, The..... UA
Squad Car..... B Fox
State Fair..... Fox
Steel Claw, The..... A2 WB
Stop Me Before I Kill..... A3 Col.
Stopover Tokyo—RE..... A1 Fox
Summer And Smoke..... A3 Par.
Sundowners, The..... A2 WB
Sun Lovers Holiday..... Misc.
Swiss Family Robinson..... BV

•Susan Slade..... A3 WB
 •Sweet Bird Of Youth..... MGM
 •Swinging Along..... Fox
 •Swiss Family Robinson..... A1 Misc.
 •Sword Of Sherwood Forest..... A1 Col.
 •Swordsmen Of Sienna..... MGM

T

Tammy Tells Me True..... A1 U-I
 •Taras Bulba..... UA
 •Tartars, The..... MGM
 •Teacher And The Miracle, The..... A1 For.
 •Teen-Age Millionaire, The..... A1 UA
 •Tender Is The Night..... Fox
 •Terror Of The Tongs..... B Col.
 •Tess Of The Storm Country..... A2 Fox
 •That Uncertain Feeling..... Col.
 •These Are The Damned..... Col.
 •They Were Ten..... For.
 •Thief Of Baghdad, The..... A1 MGM
 •13 West Street..... Col.
 •Three Blondes In His Life..... Miso.
 •Three On A Spree..... A3 UA
 •3 Stooges Meet Hercules, The..... Col.
 •Three Worlds Of Gulliver..... A1 Col.
 •Thunder Of Drums, A..... A3 MGM
 •Time Bomb..... A2 AA
 •Tomboy And The Champ..... A1 U-I
 •To Hell And Back..... A2 U-I
 •Too Hot To Handle..... AA
 •Too Late Blues..... B Par.
 •Tormented, The..... A2 AA
 •Touch Of Mink..... U-I
 •Town Without Pity..... A3 UA
 •Trapp Family, The..... A1 Fox
 •Trouble In The Sky..... A1 U-I
 •Trunk, The..... A2 Col.
 •Truth, The..... C For.
 •Tunes Of Glory..... A3 For.
 •Twenty Plus Two..... A2 AA
 •20,000 Eyes..... B Fox
 •Twinkle And Shine (It Happened To Jane)—RE..... A1 Col.
 •Two Little Bears..... A1 Fox
 •Two Loves..... B MGM
 •Two Rode Together..... A2 Col.
 •Two Way Stretch..... A2 For.
 •Two Weeks In Another Town..... MGM
 •Two Women..... A3 For.

U

•Ugly American, The..... U-I
 •Underwater City, The..... Col.
 •Underworld, U. S. A..... B Col.
 •Unfaithful, The..... A3 AA
 •Upstairs And Downstairs..... A3 Fox

V

•Valiant, The..... UA
 •Valley Of The Dragons..... A1 Col.
 •Very Private Affair, A..... MGM
 •Violent Summer, The..... For.
 •Virgin Spring, The..... A3 For.
 •Virgins Of Rome, The..... UA
 •Voyage To The Bottom Of The Sea..... A1 Fox

W

•Wackiest Ship In The Army, The..... A1 Col.
 •Walk On The Wild Side..... Col.
 •War Hunt..... UA
 •War Lover, The..... Col.
 •Warrior Empress, The..... B Col.
 •Warriors Three..... A-1
 •Watch It, Sailor..... Col.
 •Watch Your Stern..... A1 For.
 •West Side Story..... A3 UA
 •Weekend With Lulu..... A2 Col.
 •When The Clock Strikes..... A1 UA
 •Where The Boys Are..... B MGM
 •White Christmas—RE..... A1 Par.
 •White Warrior, The..... A2 WB
 •Who's Got The Action..... Par.
 •Wild In The Country..... B Fox
 •Wings Of Chance..... A1 U-I
 •Wizard Of Baghdad, The..... A1 Fox
 •Woman Hunt..... Fox
 •Wonderful World Of The Brothers Grimm, The..... MGM
 •Wonders Of Aladdin, The..... B MGM
 •World By Night..... B WB
 •World Of Suzie Wong, The..... B Par.

X

X15, The..... UA

Y

You Have To Run Fast..... A1 UA
 •Young Doctors, The..... A2 UA
 •Young Love..... For.
 •Young One, The..... A3 Miso.
 •Young Savages, The..... A2 UA

CODE OF SILENCE—MD-75m.—Terry Becker, Elisa Loti—4775 (12-7-60)—Lower half meller—Sterling World Dist.
 COLD WIND IN AUGUST, A—D-80m.—Lola Albright, Scott Marlowe—4782 (1-11-61)—Sizzler for adults only—Aidart
 CREATURE FROM THE HAUNTED SEA—CMD-60m.—Anthony Carbone, Betsy Jones-Moreland—4883 (11-8-61)—Program filler does not jell—Film Group
 CROWNING EXPERIENCE, THE—D-102m.—(TC)—Muriel Smith, Louis Byles—4775 (12-7-60)—Has angles and appeal—Moral Re-Arment
 DEAD ONE, THE—MD-70m.—(Ultrascope; EC)—Linda Ormond, John Mackay—4795 (2-22-61)—Mild horror entry for duallers—Mardi Gras
 DEADLY COMPANIONS, THE—D-90m.—(Panavision; C)—Maureen O'Hara, Brian Keith, Steve Cochran—4831 (6-14-61)—Engrossing western hits the mark—Pathe-America
 DEVIL'S PARTNER, THE—MD-70m.—Edwin Nelson, Jean Allison—4883 (11-8-61)—Dualler deals with the super-natural—Film Group
 ESCAPE FROM TERROR—MD-70m.—(EC)—Jackie Coogan, Mona Knox—4822 (5-17-61)—Strictly for the duallers—Made In Denmark—Budd Rogers
 GIRL IN ROOM 13—MD-79m.—(EC)—Brian Donlevy, Andrea Bayard—4803 (3-22-61)—Okay meller for duallers—Made in Brazil—Astor
 HIDEOUS SUN DEMON, THE—MD-74m.—Robert Clarke, Patricia Manning—4798 (3-8-61)—Science fiction horror for lower half—Pacific Int.
 LAST WOMAN ON EARTH, THE—MD-71m.—(VistaScope; EC)—Anthony Carbone, Betsy Jones-Moreland—4795 (2-22-61)—mediocre science fiction for duallers—Filmgroup
 LITTLE SHOP OF HORRORS, THE—MD-70m.—Jonathan Haze, Jackie Joseph—4795 (2-22-61)—Exploitable, but overdone horror satire—Filmgroup
 MA BARKER'S KILLER BROOD—MD-81m.—Lurene Tuttle—4772 (11-23-60)—Exploitable gangster meller—Filmservice Dist.
 MONSTER OF PIEDRAS BLANCAS, THE—MD-72m.—John Harmon, Jeanne Carmen—4782 (1-11-61)—Horror programmer—Filmservice Dist. Corp.
 MORALS SQUAD—MD-60m.—Bob O'Connell, Beverly Bennett—4775 (12-7-60)—Exploitable vice meller—Brenner
 NOT TONITE, HENRY—C-65m.—(C)—Hank Henry—Fast buck peep show—4871 (9-27-61)—Essanbe
 OKEFENOKEE—MD-76m.—Peter Coe, Peggy Maley—4782 (1-11-61)—Novel locale helps program meller—Filmservice Dist. Corp
 ONE PLUS ONE: EXPLORING THE KINSEY REPORTS—D-115m.—Leo G. Carroll, Hilda Brawner, William Hollister—48672 (9-13-61)—Drama has angles—Selected
 PRIMITIVE PARADISE—DOC-66m.—(C)—Produced and directed by Lewis Cotlow—4842 (7-26-61)—Colorful documentary—New Guinea for the program—Excelsior
 ROCKET ATTACK U. S. A.—MD-68m.—Monica Davis, John McKay—4795 (2-22-61)—Lower half filler—Exploit Films
 SAND CASTLE, THE—D-70m.—(Partly color)—Barry Cardwell, Laurie Cardwell—4867 (9-13-61)—Pleasant entry for program and ar spots—deRochemont
 SECRET FILE: HOLLYWOOD—MD-84m.—Robert Clarke, Franline York—4883 (11-8-61)—Fair blackmail meller for duallers—Crown-Int.
 SEVENTH COMMANDMENT, THE—82m.—Jonathan Kidd, Lyn Statten—Sordid blackmail meller for duallers—Crown Int.
 SHADOWS—D-87m.—Lelia Goldoni, Ben Carruthers—4806 (4-5-61)—Off-beat entry for art, specialty houses—Lion International
 SHANGRI-LA—NOV-62m.—(C)—Ordinary nudist stuff for exploitation spots—4847 (8-9-61)—Brenner
 SUN LOVERS HOLIDAY—65m.—(CS; EC)—Siomara and Mario Benvenuti—4776 (12-7-60)—Another nudist colony novelty—Made in Brazil—English commentary—Astor
 THREE BLONDES IN HIS LIFE—MD-84m.—Jack Mahoney, Greta Thyssen—4803 (3-22-61)—Strictly for the duallers—Cinema Associates
 YOUNG ONE, THE—D-96m.—Zachary Scott, Bernie Hamilton, Key Meersman—4792 (2-8-61)—Interesting drama on sex and the south for adult audiences—Valiant

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ENGLISH

ANGRY SILENCE, THE—D-95m.—Richard Attenborough, Pler Angeil—4782 (1-11-61)—Well-made import on union activity—Valiant
 ANATOMIST, THE—D-73m.—Alastair Sim, George Cole—4876 (10-11-61)—Fair entry for art spots—Richard Gordon Associates
 CALL ME GENIUS—C-105m.—(TC)—Tony Hancock, George Sanders—4878 (10-25-61)—Cute comedy—Continental
 DOUBLE BUNK—C-92m.—Ian Carmichael, Janette Scott—4851 (8-23-61)—Extremely funny situation comedy—Show Corp. of America
 FAST SET, THE—C-84m.—Agnes Laurent, Philippe Nicaud—4810 (4-19-61)—Strictly for the exploitation spots in censor-free areas—Dubbed in English—Audubon
 FOLLOW A STAR—C-98m.—Norman Wisdom, June Laverick—4822 (5-17-61)—Slapstick comedy has its moments—Zenith-Int.
 FRENCH MISTRESS, A—C-98m.—Cecil Parker, Agnes Laurent—4782 (1-11-61)—Amusing import—Films Around The World
 LEAGUE OF GENTLEMEN—D-114m.—Jack Hawkins, Nigel Patrick—4799 (3-8-61)—Highly entertaining entry—Kingsley Int.
 LEFT, RIGHT AND CENTER—C-95m.—Alastair Sim, Ian Carmichael, Patricia Bredin—4767 (11-9-60)—Good English satirical comedy for art, specialty spots—BCG
 LONG, AND THE SHORT, AND THE TALL, THE—D-102m.—Richard Todd, Laurence Harvey, Richard Harris—4851 (8-23-61)—Okay English-Jap war meller—Continental
 MAKE MINE MINK—C-99m.—Terry Thomas, Athene Seyler—4783 (1-11-61)—Mirth-making import—Continental
 MARK, THE—D-127m.—(CS)—Maria Schell, Stuart Whitman—4879 (10-25-61)—Fine, off-beat drama—Continental
 MAN IN THE MOON—C-98m.—Kenneth More, Shirley Ann Field—4839 (7-12-61)—Cute English comedy—Trans-Lux
 PURE HELL OF ST. TRINIANS, THE—C-94m.—Cecil Parker, Joyce Grenfell—4879 (10-25-61)—Frolic for fans of English farce—Continental
 RISK, THE—D-81m.—Tony Britton, Virginia Maskell—4879 (10-25-61)—Okay entry for art spots—Kingsley-Int.
 SATURDAY NIGHT AND SUNDAY MORNING—D-90m.—Albert Finney, Rachel Roberts—4807 (4-5-61)—Highly interesting import—Continental
 SOME LIKE IT HOT—NOV-60m.—(C)—Thalia Vickers—4880 (10-25-61)—Average nudist colony subject—Janus
 TUNES OF GLORY—106m.—(TC)—Alec Guinness, John Mills, Susannah York—4783 (1-11-61)—High rating drama for discriminating audiences—Lopert
 TWO WAY STRETCH—C-87m.—Peter Sellers, Irene Handl—4796 (2-22-61)—Cute, amusing comedy—Show Corporation of America
 WATCH YOUR STERN—C-88m.—Kenneth Connor, Joan Sims—4807 (4-5-61)—Cute comedy import—Magna Pictures

FILIPINO

CRY FREEDOM—MD-93m.—Pancho Magalona, Rosa Rosal—4815 (5-3-61)—Okay for program dualler, or specialized situations—Parallel

FINNISH

YOUNG LOVE—D-81m.—Peter Weckstrom, Tea Ista—4784 (1-11-61)—Interesting import for art spots—Dubbed in English—Exclusive Int. Films

FRENCH

BELLES AND BALLET—Ballet-92m.—(EC)—Ballet De L'Etoile of Paris—4778 (12-21-60)—Ballet entry for art spots—Excelsior
 BREATHLESS—D-89m.—Jean Seberg, Jean-Paul Belmono—4795 (2-22-61)—"New Wave" import is for adults in art spots—English titles—Films Around The World
 CHEATERS, THE—D-117m.—Pascale Petit, Andrea Parisy, Jacques Charrier—4842 (7-26-61)—Interesting tale of French teenagers—English titles—Continental
 COME DANCE WITH ME—MD-91m.—(EC)—Brigitte Bardot, Henri Vidal—4772 (11-23-60)—Cute BB entry for adults, art and specialty spots—English Titles—Kingsley-Int.
 COW AND I, THE—C-98m.—Fernandel, Rene Havard—4839 (7-12-61)—Good humorous import—English titles—Zenith-Int.
 DEVIL'S COMMANDMENT, THE—MD-73m.—Gianna Maria Canale, Carlo D'Angelo—4778 (12-21-60)—Horror meller passes time—Dubbed in English—RCIP
 DOG, A MOUSE AND A SPUTNICK, A—C-85m.—Noel Noel, Denise Grey—4766 (11-9-60)—Fairly amusing comedy—Dubbed in English—Films Around The World
 FRANTIC—D-90m.—Jeanne Moreau, Maurice Ronet—4839 (7-12-61)—Interesting psychological import—English titles—Times
 GOOD GIRLS BEWARE—MD-76m.—Antonella Lualdi, Robert Hossein—4767 (11-9-60)—Sexy French gangster meller—Dubbed in English—Fanfare
 GREEN MARE, THE—CD-93m.—(CS; EC)—Bourvil, Sandra Milo—4884 (11-3-61)—Odd-beat import should cause stir in art and specialty houses—Titles—Zenith Int.
 JOKER, THE—C-86m.—Anouk Aimee, Jean-Pierre Cassel—4847 (8-9-61)—Fairly amusing bedroom farce for art spots—English titles—Lopert
 LEDA—D-101m.—(EC)—Madeline Robinson, Antonella Lualdi, Jacques Dacqmine—4851 (8-23-61)—Fair import—English titles—Times
 LOVE AND THE FRENCHWOMAN—COMP.-139m.—Martine Lambert, Annie Sinigalia, Martine Carol—4803 (3-22-61)—Entertaining import for art spots—Titles and narration—Kingsley-Int.
 LOVE GAME, THE—D-88m.—Jean Pierre Cassel, Genevieve Cluny—4767 (11-9-60)—Okay entry for art spots—English titles—Films Around The World
 MODIGLIANI OF MONTPARNASSE—D-110m.—Gerard Philippe, Lilli Palmer—4806 (4-5-61)—Okay art house entry—English titles—Continental
 NIGHT AFFAIR—MD-92m.—Jean Gabin, Danielle Darrieux—4879 (10-25-61)—Okay mystery for art spots—English titles—President
 OSTRICH HAS TWO EGGS, THE—C-89m.—Pierre Fresnay, Simone Renant—4767 (11-9-60)—Cute comedy for adults at art specialty spots—English titles—Janus
 PICNIC ON THE GRASS—C-91m.—(EC)—Paul Maurise, Catherine Rouvel—4783 (1-11-61)—Amusing import for art spots—Titles—Kingsley-Union
 RUE DE PARIS—D-90m.—Jean Gabin, Marie-Jose Nat—4792 (2-8-61)—Good entry for art, specialty spots—English titles—Lopert
 TRUTH, THE—D-127m.—Brigitte Bardot, Marie-Jose Nat, Sami Frey—4842 (7-26-61)—Lengthy Bardot import—English titles or dialogue—Kingsley-Int.

GERMAN

CONFESS, DR. CORDA—D-101m.—Hardy Kruger, Elizabeth Mueller—4766 (11-9-60)—Well-made, suspenseful import—English titles—President
 HIPPODROME—MD-96m.—(C)—Gerhard Riedmann, Margit Nunke—4803 (3-22-61)—Good circus meller—Dubbed in English—Continental

QUESTION 7—D-107m.—Michael Gwynn, Margarete Jahnen, Christian de Bresson—4876 (10-11-61)—Highly interesting entry—Spoken in English—de Rochemont
ROSES FOR THE PROSECUTOR—CD-92m.—Walter Gillier, Ingrid van Bergen—4879 (10-25-61)—Entertaining, satiric Import—English titles—American Metropolitan Ent.

RUSSIAN-ENGLISH

FATE OF A MAN—D-101m.—Sergei Bondarchuk—4851 (8-23-61)—Well-made war film for art houses—Russian-made; English titles; Lopert
IT HAPPENED IN BROAD DAYLIGHT—D-97m.—Henix Ruhmann, Gert Frobe—4767 (11-9-60)—Absorbing crime yarn—Dubbed in English—Continental
SPESSART INN, THE—C-99m.—(C)—Liselotte Pulver, Carlos Thompson—4807 (4-5-61)—Entertaining Import—Titles—Casino
MAGDALENA—MD-82m.—Sabina Sesselman—4776 (12-7-60)—Fair, sex-ridden case history of a girl gone wrong—Dubbed in English—Buhawk

IRELAND

HOME IS THE HERO—D-83m.—Arthur Kennedy, Eileen Crowe—4799 (3-8-61)—Interesting Irish drama—Show Corporation

ISRAELI

THEY WERE TEN—D-105m.—Ninette, Oded Teomi—4810 (4-19-61)—Interesting Israeli Import—English titles—Schwartz-Sachsen

ITALIAN

ADVENTURE, THE—D-145m.—Monica Vitti, Gabriele Ferzetti—4806 (4-5-61)—Interesting Import for art spots—English titles—Janus
ANNA'S SIN—D-86m.—Ann Vita, Ben E. Johnson—4806 (4-5-61)—Fair tale of miscegenation and mystery—Dubbed in English—Atlantis
BIG DEAL ON MADONNA STREET, THE—C-91m.—Vittorio Gassman, Rossana Rory, Toto—4778 (12-21-60)—Highly entertaining comedy import—English titles—UMPO
GENERAL DELLA ROVERE—D-139m.—Vittorio de Sica, Hannaa Messemer—4783 (1-11-61)—Well-made import of war-time intrigue—Titles—Continental
FROM A ROMAN BALCONY—D-84m.—Jean Sorel, Valerie Cangottini—4878 (10-25-61)—Sexy entry for art spots—English titles—Continental
GIRL WITH A SUITCASE—D-101m.—Claudia Cardinale, Corrado Pani—4871 (9-27-61)—Good Import—English titles—Eills
LA DOLCE VITA—D-175m.—Marcello Mastroianni, Anouk Aimee, Anita Ekberg—4815 (5-3-61)—Unpleasant but fascinating film depicting dissolute life of modern Roman upper crust—English titles—Astor
MAN WHO WAGGED HIS TAIL, THE—C-91m.—Peter Ustinov, Pablito Calvo—4871 (9-27-61)—Cute entry for art spots—English titles—Continental
MIGHTY CRUSADERS, THE—SPEC-87m.—(SC; C)—Francisco Rabal, Sylva Koscina—4799 (3-8-61)—Yet another Italian-made spectacle—Dubbed in English—Falcon
NEAPOLITAN CAROUSEL—MU-116m.—(PatheColor)—Paolo Stoppa, Clelia Matania—4842 (7-26-61)—Colorful, entertaining musical for art, specialty spots—English titles—Lux
ROCCO AND HIS BROTHERS—D-175m.—Alain Delon, Katina Paxinou, Claudia Cardinale—4839 (7-12-61)—Adult art house audiences will best appreciate fine import—English titles—Astor
TEACHER AND THE MIRACLE, THE—88m.—Aldo Fabrizi, Eduardo Nevola—4807 (4-5-61)—Heart-touching Import—Dubbed in English—President
TWO WOMEN—D-105m.—Sophia Loren, Jean Paul Belmondo—4822 (5-17-61)—Interesting import for art, specialty spots—English titles—Embassy
VIOLENT SUMMER—D-97m.—Eleanora Rossi-Drago, Jean Louis Trintignant—4822 (5-17-61)—Interesting import—English titles—Films Around The World

MEXICAN

LITTLE ANGEL—D-90m.—(EC)—Maria Gracia—4783 (1-11-61)—Good entry for children, family and program—Dubbed in English—K. Gordon Murray

SWEDISH

DEVIL'S EYE, THE—FAN-90m.—Jarl Kulle, Bibi Andersson—4878 (10-25-61)—Import should satisfy Ingmar Bergman fans—English titles—Janus
SECRETS OF WOMEN—CD-114m.—Anita Bjork, Maj-Britt Nilsson, Eva Dahlbeck—4847 (8-9-61)—Entertaining and sexy Ingmar Bergman import—English titles—Janus
VIRGIN SPRING, THE—D-88m.—Max von Sydow, Brigitta Valberg—4776 (12-7-60)—Well-made, interesting but unpleasant import—English titles—Janus

U.S.S.R.

BALLAD OF A SOLDIER—MD-92m.—Vladimer Ivashev, Zhanna Prokhorenko—4795 (2-22-61)—Excellent in any language—English titles—Union

YUGOSLAVIAN

NINTH CIRCLE, THE—D-90m.—Dusica Zegarac—4867 (9-13-61)—Well made drama for art house trade—English titles—Inter-progress Trading Co.

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**FEATURE FILMS
PRODUCTION NUMBERS and
NATIONAL RELEASE DATES
1960-'61 and 1961-'62
SEASONS**

(This is a listing of all production numbers and release dates, as made available by the companies on 1960-61 and 1961-62, product, accurate to time of publication—Ed.)

Allied Artists

6101	Look In Any Window	Jan.
6102	Dondl	Mar.
6103	Operation Eichmann	Mar.
6104	Time Bomb	April
6105	Angel Baby	May
6106	David And Goliath	June
6107	King Of The Roaring 20's	June
6108	Brainwashed	July
6109	Armored Command	July
6110	Twenty Plus Two	Aug.
	Too Hot To Handle	Oct.
	George Raft Story	Dec.
6016	Herod The Great	Dec.

American-International

601	The Hand	Mar.
602	Black Sunday	Feb.
603	Konga	Mar.
604	House Of Fright	May
605	Operation Camel	May
606	Beware Of Children	April
607	Master Of The World	June
608	Alakazam The Great	July
609	Pit And The Pendulum	Aug.
610	Guns Of The Black Witch	Nov.
611	Lost Battalion	Nov.
	Journey To The Seventh Planet	Dec.

Columbia

517	The 3 Worlds Of Gulliver	Dec.
518	Please Turn Over	Dec.
519	Jazz Boat	Dec.
520	Pepe	Mar.
521	The Wackiest Ship In The Army	Jan.
522	Sword Of Sherwood Forest	Jan.
523	Hand In Hand	Feb.
524	The Warrior Empress	May
525	Underworld U. S. A.	Mar.
527	Passport To China	Feb.
528	Carthage In Flames	Mar.
529	Cry For Happiness	Mar.
530	The Terror Of The Tonga	Mar.
531	Born Yesterday—RE	Mar.
532	The Solid Gold Cadillac—RE	Mar.
533	A Raisin In The Sun	April
534	Mad Dog Coll	May
535	Stop Me Before I Kill	May
536	Picnic—RE	April
537	Twinkle And Shine—RE	April
538	Mein Kampf	May
539	Five Golden Hours	June
540	Homicidal	June
541	Most Dangerous Man Alive, The	June
601	Gidget Goes Hawaiian	June
602	Two Rode Together	July
	Mysterious Island	Dec.
603	The Guns Of Navarone	July
606	The Trunk	Sept.
607	Devil At Four O'Clock	Oct.
608	Loss Of Innocence, The	Oct.
609	Weekend With Lulu	Oct.
	Queen Of The Pirates	Oct.
610	Everything's Ducky	Nov.
611	Mr. Sardonicus	Nov.
612	Valley Of The Dragons	Nov.
	Sail A Crooked Ship	Nov.
	Hellions	Nov.
	Belle Sommers	Dec.
	Mysterious Island	Dec.
615	Scream Of Fear	Sept.

MGM

105	Gorge	Jan.
107	Magic Boy	Jan.
108	Cimarron	Dec.
109	The Village Of The Damned	Jan.
110	Where The Boys Are	Dec.
111	Go Naked In The World	Feb.
113	Atlantis, The Lost Continent	May
114	Gone With The Wind—RE	Mar.
115	The Secret Partner	Mar.
116	The Green Helmet	April
117	Two Loves	May
119	Ring Of Fire	June
120	Morgan The Pirate	July
121	The Secret Of Monte Cristo	June
122	Honeymoon Machine	July
123	The Thief Of Baghdad	Aug.
124	Ada	Aug.
201	Thunder Of Drums	Sept.
202	Bridge To The Sun	Aug.
203	Invasion Quartette	Oct.
	King Of Kings (Road Show)	Oct.
204	Colossus Of Rhodes	Nov.
205	Bachelor In Paradise	Dec.
	The Wonders Of Alladin	Dec.
	The Four Horsemen Of The Apocalypse	Jan.
	The Light On The Piazza	Feb.
	Ben Hur	Feb.

PARAMOUNT

6004	The Savage Innocents	Feb.
6007	Cinder Fella	Dec.
6008	The World Of Suzie Wong	Feb.
6009	Blueprint For Robbery	Jan.
6010	All In A Night's Work	April
R6011	Elephant Walk—RE	Jan.
R6012	The Naked Jungle—RE	Jan.
6013	Foxhole In Cairo	April
6014	One-Eyed Jacks	May
6015	Ladies' Man	June
6016	On The Double	July
6017	Pleasure Of His Company	Aug.
6018	Love In A Goldfish Bowl	Aug.
6101	Blood And Roses	Sept.
6102	Man Trap	Sept.
6103	Breakfast At Tiffany's	Oct.
R6104	White Christmas	Oct.
6105	Blue Hawaii	Nov.
6106	The Errand Boy	Dec.
6107	Summer And Smoke	Dec.

20th-Fox

037	Legions Of The Nile	Dec.
050	Tess Of The Storm Country	Feb.
054	The Wizard Of Baghdad	Dec.
056	Flaming Star	Jan.
101	Marriage-Go-Round	Jan.
102	The Little Shepherd Of Kingdom Come	Jan.
104	The Millionaire	Mar.
105	The Canadians	Feb.
106R	House Of Bamboo—RE	Dec.
107R	Stopover Tokyo—RE	Dec.
108R	The Enemy Below—RE	Dec.
109R	Between Heaven And Hell—RE	Dec.
110	Ferry To Hong Kong	Mar.
111	Circle Of Deception	Mar.
112	All Hands On Deck	Mar.
113	The Long Rope	Feb.
114	Days Of Thrills And Laughter	Mar.
115	Sanctuary	Mar.
116	Sniper's Ridge	Feb.
117	The Trapp Family	Mar.
119	The Silent Call	May
120	The Fiercest Heart	April
122R	The Frogman—RE	May
123	The Big Show	May
124	20,000 Eyes	May
125	Upstairs And Downstairs	Sept.
126	Return Peyton Place	May
127	The Right Approach	May
128	Battle At Bloody Beach	June
129	Wild In The Country	June
130	Snow White And The 3 Stooges	July
131	Misty	July
132	Francis Of Assisi	Sept.
133	Voyage To The Bottom Of The Sea	June
134	The Big Gamble	Oct.
135	Pirates Of Tortuga	Oct.
136	The Hustler	Oct.
137	Marines, Let's Go	Aug.
139	September Storm	Sept.
140	Seven Women From Hell	Oct.
	Swinging Along	Nov.
141	The Comancheros	Nov.
142	Purple Hills	Nov.
143	Two Little Bears	Nov.
144	Second Time Around	Dec.
	Bachelor Flat	Jan.
	Madison Avenue	Jan.

United Artists

6018	Cage Of Evil	July
6019	By Love Possessed	July
6029	Police Dog Story	Dec.
6101	Exodus	Dec.
6102	Five Guns To Tombstone	Jan.
6104	The Facts Of Life	Jan.
6105	The Misfits	Feb.
6106	Operation Bottleneck	Feb.
6107	Hoodlum Priest	Mar.
6108	A Matter Of Morals	Mar.
6108	Frontier Uprising	Mar.
6109	The Gambler Wore A Gun	Mar.
6111	Dr. Blood's Coffin	May
6112	Snake Woman	May
6113	Gun Fight	May
6114	The Young Savages	May
6115	The Minotaur	April
6116	When The Clock Strikes	June
6117	Revolt Of The Slaves	May
6118	Last Time I Saw Archie	June
6120	Naked Edge	July
6121	The Cat Burglar	July
6122	You Have To Run Fast	Aug.
6125	Goodbye Again	Aug.
6126	Teen-Age Millionaire	Oct.
6127	Boy Who Caught A Crook	Aug.
6128	The Young Doctors	Sept.
6131	Paris Blues	Oct.
6130	Secret Of Deep Harbor	Oct.
6132	The Great War	Oct.
6133	Season Of Passion	Oct.
6134	Explosive Generation	Oct.
6135	Town Without Pity	Oct.
	Dead To The World	Nov.
	X-15	Nov.
	West Side Story (Road Show)	Oct.
	One, Two, Three	Dec.

Universal

6102	Private Lives Of Adam And Eve	Jan.
6103	The Grass Is Greener	Jan.
6104	The Great Imposter	Feb.
6105	The Shakedown	Feb.
6106	Romanoff And Juliet	Mar.
6107R	To Hell And Back—RE	Mar.
6108R	The Lawless Breed—RE	Mar.
6109	The Secret Ways	April
6110	Tomboy And The Champ	April
6111	Wings Of Chance	April
6113	Pharaoh's Woman	May
6114	Ole Rex	May
	Posse From Hell	May
6115	Curse Of The Werewolf	June
6116	Shadow Of The Cat	June
6117	The Last Sunset	July
6118	Trouble In The Sky	July
6119	Tammy Tell Me True	July
6120	Blast Of Silence	Aug.
1612	Come September	Sept.
	The Sergeant Was A Lady	Nov.
	Back Street	Nov.
	Flower Drum Song	Dec.

Warners

003	The Sins Of Rachel Cade	April
006R	Miracle Of Our Lady Of Fatima, The—RE	April
007	The Sundowners	Dec.
008	Fever In The Blood	Jan.
009	Gold Of The Seven Saints	Feb.
010	The White Warrior	Mar.
011	Portrait Of A Mobster	April
012	Steel Claw, The	May
013	Fabulous World Of Jules Verne	June
014	Bimbo The Great	June
015	Parrish	July
016	Fanny	July
151	World By Night	Sept.
154	Splendor In The Grass	Oct.
155	Claudette Inglish	Sept.
156	The Mask	Nov.
157	Susan Slade	Nov.
158	Lad: A Dog	Dec.
159	Roman Spring Of Mrs. Stone	Jan.

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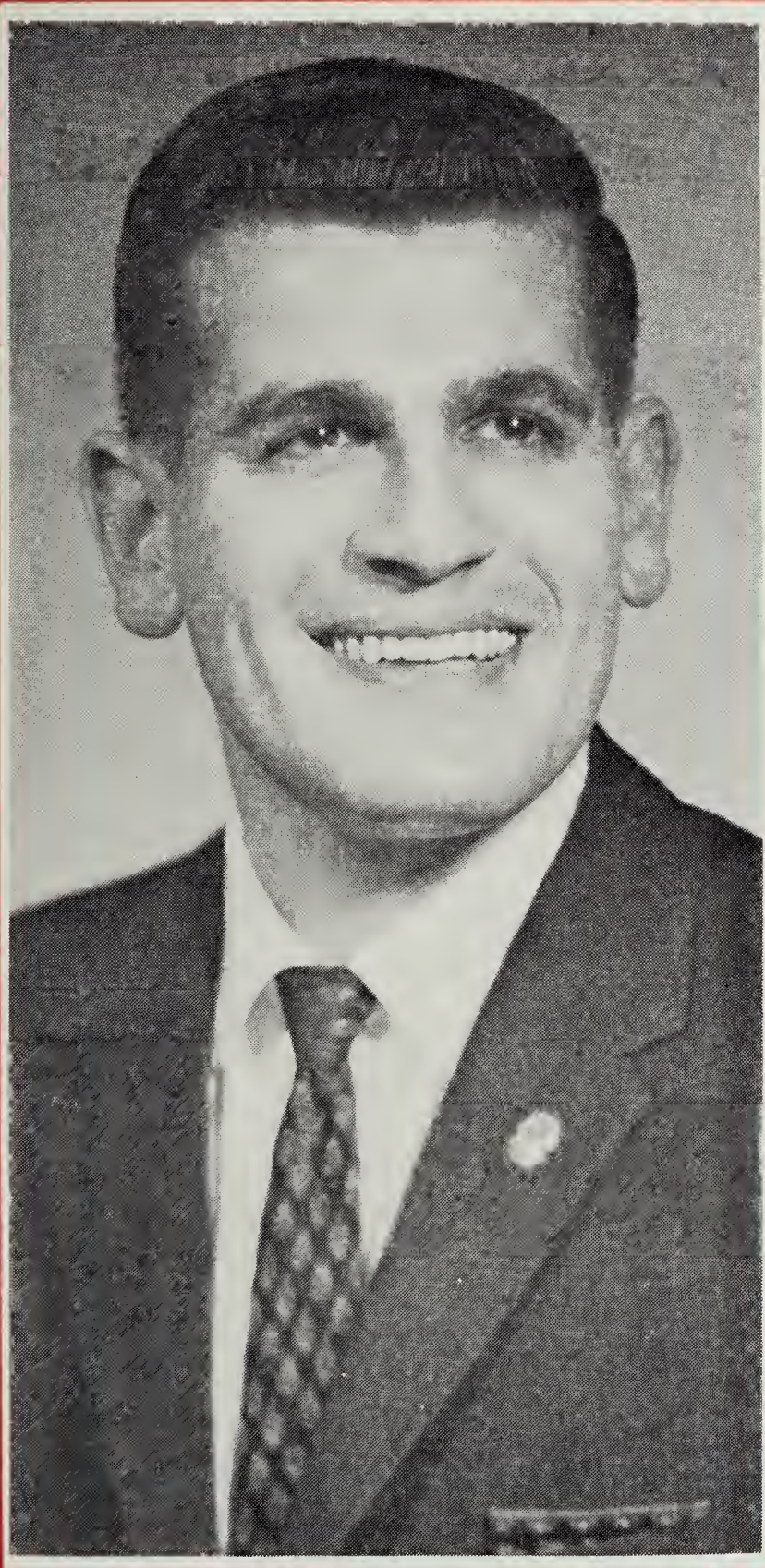
DECEMBER 6, 1961

Volume 66

Number 26

IN THREE SECTIONS • THIS IS SECTION ONE

Founded in 1933 by
CHARLES E. "Chick" LEWIS



Bishops Call For Film Classification

(See Page 7)

Cincy Launches Merchandising Plan

(See Page 23)

Sam Isaac, secretary-treasurer and general manager, Cumberland Amusement Company, operating theatres in Kentucky and West Virginia, was recently elected Mayor of Cumberland, Ky. Isaac is active in a host of community activities.
(Story on page 7)

LESS TALK—MORE POSITIVE ACTION . . . see editorial—page 3



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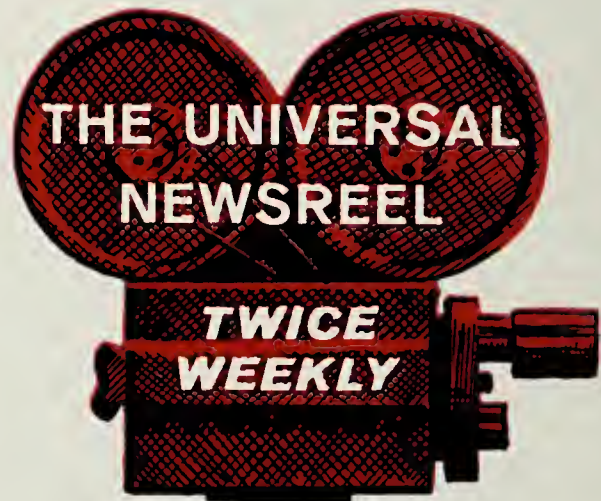
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DECEMBER 6, 1961



LESS TALK—MORE POSITIVE ACTION

WHENEVER we carry a controversial editorial, we are reminded of a cartoon we saw once. In comic strip form, it showed a cheery fireplace burning brightly, a large dog sleeping peacefully, and a large parrot pacing the floor and screaming, "I'll sue the dirty crooks." Panels two and three were similar, the cheery fire, the sleeping dog, and the angry, highly vocal parrot. Panel four, however, was different. The fire was still brightly blazing, the dog blissfully sleeping, but the parrot was lying in a heap with a black eye, every feather but his wing-tips gone, and completely covered with adhesive tape. Out of a badly swollen beak, he was moaning, "I talk too damn much."

Talk in the right places is highly important. Currently in Miami Beach, exhibitors representing Allied units everywhere are coming together, and talk is playing a large part. But the difference is that this talk is expected in some measure to lead to action by an informed membership. All too often, we restrict our talk to telephone complaints and street corner mumbling.

At times, certain individuals decide to "talk" to the government. They take their problems to the Department of Justice only to find that that Department has either been brain-washed or just can't see straight when it comes to the complex problems of this troubled industry. The most the agency will say is that the matter "is being studied," small consolation when print shortages or forced bidding situations may well be driving a theatremen to the economic wall.

What then can the exhibitor who agrees that talk alone is no solution do to solve his problems? For one thing, he can learn to act. His first lesson in action could be the simple one of learning when to say "No." That word can have dramatic results when used in answer to unconscionable film terms or unwarranted requests for extended playing time.

Entertainment is like all other commodities made to be bought and sold. Its value is only realized when the product has been exchanged for bankable dollars. Film in cans or branch office vaults, regardless of how costly it may have been to produce, can not deliver profits. Only the exhibitor by providing time on his theatre screen can make that film mean something tangible to producer and distributor.

We know of one very large circuit recently who pulled all their dates from a film company because of a threatened film rental increase demand. Sagging boxoffice dollars brought most of the big brass to the home office, and the matter was

quickly settled. It's no secret how it was done. Someone said "No."

If only 20 per cent of exhibitors stood pat—if only they met unfair sales policies with a simple refusal to buy, can you imagine the noise it would make? Certainly, it might give the "fringe" exhibitors and other "quick buck" competitors who contribute nothing constructive to the business an opportunity to jump in and buy, but the positive results would be far greater. We're still pitching for the sliding scale method.

If it is true that "God helps those who help themselves," it is time theatremen individually and collectively began to help themselves. Let us forget our petty jealousies, rivalries, pride, prejudices, etc.; let us stop crying on each other's shoulders and really organize for strength. Everyone might well be amazed at the "help" that would be forthcoming.

After all, who gets all the fun out of the constant wars in this industry? The lawyers, that's who. No one can write a letter unless the legal department approves it; their advice is followed slavishly. We have seen cases where settlements of problems between distributors and exhibitors have been effected at fair and reasonable terms. Suddenly the legal department says, "Wait a minute—this one we can beat." The result of the particular case that sticks in our memory is that four months later, after a bitter courtroom battle, the case was settled. But it was settled at quadruple the original terms.

Whether mumbled on the street corner or shouted in the courtroom, talk alone will not solve our problems. It is time theatremen thought more in terms of what they can do to solve their problems instead of what they can say. To return to Miami for a moment, here in convention is where talk makes sense. Theatremen, through lively exchange of ideas, are arming themselves for intelligent action.

Certainly there are those theatremen who will fail to heed such a call to action. These are the men who sell their self-respect and that of their industry in a fast-buck grab via salacious films and dirty advertising; these are the men who support no theatre organization campaigns for tax reduction or Sunday openings and who nevertheless holler for help from everyone when they are in trouble and threaten to sue. It is not to them that we speak, but rather to the vast majority of exhibitors who are seriously concerned with bettering their business in an atmosphere of mutual respect and consideration.

To them we say, "Keep talking, but make sure your talk results in positive action."

THE VALUE OF "SHORTS"

TALK TO 100 industry representatives about short subjects and you will probably get 100 different answers as to their value in today's ever-changing market. Some will speak of the increased importance of shorts as territories swing away from double bill policies to single features. Others will tell you that the excessive length of "big" pictures reduce short subjects to minimal importance. Still others will say that in their territory, even double bills must include a single reel subject to satisfy audiences.

The distributor may say that exhibitors, in their effort to save money, are disregarding the possibilities of short subjects. Exhibitors may say that distributors are ignoring the fertile

short subjects market and not making available the kind of short films that an increasingly aware public demands.

It seems fair to state in the midst of all this smoke that short subjects are again becoming an increasingly important part of the show. Many companies which had reduced their production schedules are back in business again, and the single and double reel subjects coming from them have a new freshness and vitality.

In this issue we are taking a look at the short subject from the point of view of distribution and exhibition. There are some differences of opinion, but all agree that shorts are important to the well balanced theatre program.

BOX

Coming your way from Pathé-America-two

RICHARD ATTENBOROUGH AND BRYAN FORBES' PRODUCTION

HAYLEY MILLS BERNARD LEE ALAN BATES



Today's hottest young star in her newest... by far her greatest!

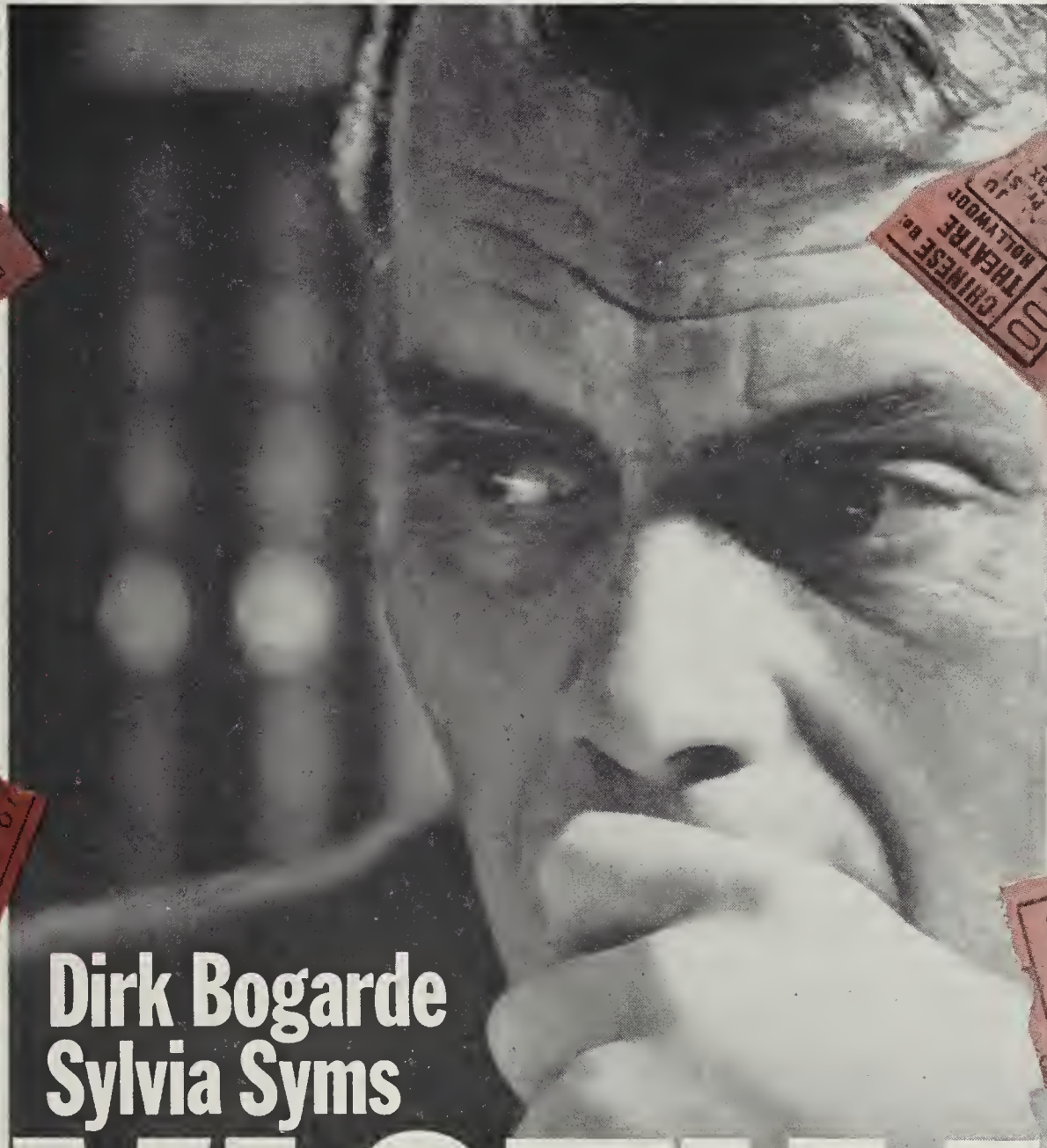
WHISTLE DOWN THE WIND

From an original novel by Mary Hayley Bell • Screenplay by Keith Waterhouse and Willis Hall • Produced by Richard Attenborough and Directed by Bryan Forbes

OFFICE!

standing successes for February release!

MICHAEL RELPH AND BASIL DEARDEN'S PRODUCTION



Dirk Bogarde
Sylvia Syms

VICTIM

A scorching drama of the most un-talked-about subject of our time!

Also Starring **DENNIS PRICE** • Original Screenplay by Janet Green and John McCormick • Produced by Michael Relph • Directed by Basil Dearden

NEWS CAPSULES



FILM FAMILY ALBUM

Gold Bands

Ben Gazzara, currently starring in Allied Artists "Reprieve," and actress Janice Rule were married in San Francisco. It is the second marriage for both.

Diamond Rings

Mrs. Bernard Francis Delaney, of New York City, has announced the engagement of her daughter, Ann Eileen Delaney, to James Leonard Shanahan, New York City and Brookline, Mass., the son of Leonard James Shanahan, Brookline. The bride-to-be is personal secretary to Elia Kazan, the director. Shanahan is a public relations director for Loew's Hotels.

Obituaries

Fred Bartholdi, 58, veteran of over 30 years in the industry, died of a heart attack while vacationing in Miami Beach, Fla. He has been with the Skouras Theatres and was with Walter Reade Theatres since 1950. At the time of his death, he was manager of Eatontown Drive-In, Eatontown, N. J. He resided in Long Branch, N. J. Survivors are his wife, three sisters, and three brothers.

John A. Loll, 78, projectionist at the Bijou, Springfield, Mass., for the past 10 years died of a heart attack in the theatre's booth.

Earl H. Griffen, 56, projectionist in Manchester, N. H., for the past 20 years, most recently at the State, died.

MPAA Promotes Five

NEW YORK—Eric Johnston, president, Motion Picture Association of America, announced the following appointments which have been approved by the board of directors:

Ralph Hetzel to be executive vice-president in charge of the New York office. He is now a vice-president.

Charles S. Boren to be executive vice-president of the Motion Picture Association of America. Boren is now and continues as executive vice-president of the Association of Motion Picture Producers.

Kenneth Clark to be executive vice-president in charge of the Washington office. Clark is now vice-president.

Edward Cooper to be a vice-president in charge of federal government relations.

Manning Clagett to be a vice-president in charge of state relations.

Dallas, Pa., D-I Sold

DALLAS, PA.—Harry M. Barrist has sold the Dallas Drive-In, Dallas, Pa., to Pennsylvania Recreation Centers, Inc., operated by Richard Fox.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., DEC. 4

Johnston Testifies At "Runaway" Hearing

WASHINGTON—In a statement before the House Education and Labor Subcommittee on the Impact of Imports and Exports on American Employment, Eric Johnston, president, Motion Picture Association of America, said that the domestic market for motion pictures is not large enough to support a large volume of production in Hollywood.

Johnston added that the motion picture industry was fortunate, however, in being able to "develop the foreign market."

"Since the war," Johnston said, "this foreign market has increased considerably for American motion pictures. In fact, today more than half our revenues come from overseas."

In his statement, Johnston cited the fact that the major Hollywood studios are no longer the principal producers of theatrical motion pictures. Independent production is large on the scene," he said. "And the scores of independent producers select the scripts, hire the casts, and decide the locales."

He also asked that it be remembered that television "is the primary factor causing theatre attendance to be cut in half since 1948. Johnston also mentioned that television has taken over the production of many kinds of pictures formerly made by the motion picture industry. "In order for us to survive in the shrunken American theatrical market," Johnston said, "we must make bigger pictures of higher quality at higher costs."

In mentioning the pressures that lead to "runaway production," a term which Johnston says is "inaccurate," he added that many foreign countries subsidize their national motion picture industries, whereas American pictures are not subsidized.

"After getting the subsidy for these studio facilities," he continued, "the recipient coun-



President John F. Kennedy greets Jack L. Warner at an affair at which the film executive was host to three survivors associated with the Chief Executive in the famous PT-109 episode of World War II. Under Warner's personal supervision, Warners is making the film "PT-109" based on President Kennedy's wartime heroism.



BROADWAY GROSSES

Holdovers Maintain Strength

NEW YORK—With all holdover product the Broadway first-runs did fairly well over the week-end, led by "Flower Drum Song" at Radio City Music Hall and "West Side Story" at the Rivoli.

"THE COMANCHEROS" (20th-Fox). Paramount reported \$20,000 for the fifth week.

"FLOWER DRUM SONG" (U-I). Radio City Music Hall claimed \$91,000 for Thursday through Sunday, with the fourth week sure to hit \$180,000.

"BACHELOR IN PARADISE" (MGM). Capitol claimed \$21,000 for the third week.

"KING OF KINGS" (MGM). Loew's State reported \$20,000 for the eighth week.

"SUMMER AND SMOKE" (Paramount). DeMille had \$16,000 for the third session.

"SUSAN SLADE" (Warners). Warner was sure of \$13,000 on the fourth week.

"SPLENDOR IN THE GRASS" Victoria had a \$16,500 eighth week.

"PARIS BLUES" (Paramount). Astor expected the fourth week to hit \$16,000.

"DEVIL AT FOUR O'CLOCK" (Columbia). Criterion did \$10,000 on the fourth week.

"WEST SIDE STORY" (United Artists). Rivoli had \$46,000 for the seventh week.

Barbano To Advise Col.

NEW YORK—Louis J. Barbano, financial vice-president of Columbia Pictures, who retired on July 1, will continue in a financial advisory capacity with the company according to an announcement made by A. Schneider, president.

It is expected that Barbano will also retain his directorship of Screen Gems and Columbia Pictures International Corporation.

try sometimes cuts the number of American motion pictures allowed on its theatre screens."

"Many barriers are erected by foreign governments against our pictures," he said. "But if we want to stay in business, we have no choice but to do business under the conditions and terms imposed on us."

Johnston said he thought it was clear that American producers do not go abroad for "trivial reasons," but because pressure on the industry made foreign production necessary.

Included in the "pressures" mentioned by Johnston were the U. S. tax structure, production incentives available in some foreign countries, and the fact that some Americans prefer to live and work abroad.

Johnston told the Subcommittee that in spite of the fact that fewer films are being made in Hollywood, labor has not suffered.

"Combining theatrical and television production," he said, "total employment in filmmaking in Hollywood is as high today as it has been at any time in a decade."

Bishops Urge Film Classification

Voluntary System Seen Answer To Public Uproar; "Fringe" Product Called Invitation To Censorship

WASHINGTON—The Roman Catholic Episcopal Committee for Motion Pictures, Radio, and Television, in their annual statement to the industry, have again called for voluntary classification of motion pictures, warning that refusal to do so might lead to compulsory classification by law.

The statement, signed by Most Rev. James A. McNulty, D.D., bishop of Paterson; Most Rev. Alden J. Bell, D.D., auxiliary bishop of Los Angeles; Most Rev. Lawrence J. Shehan, D.D., coadjutor archbishop of Baltimore; Most Rev. James V. Casey, D.D., J.C.D., bishop of Lincoln; and Most Rev. John A. Donovan, D.D., auxiliary bishop of Detroit, suggests "that industry opponents of voluntary classification might well ask themselves whether their opposition is not at all colored by considerations of commerce. . . ."

Noting that "there has been no decrease during 1961 in the number of objectionable domestic films," which the Legion of Decency reports a "26.1 percent of this year's domestic total," the bishops find fault with the Motion Picture Association of America, who "saw fit to boast that three out of four Hollywood films were found acceptable by the Legion for some class of audience. At best this use of statistics was a pathetic effort to convince the public that all is completely well with an industry, a quarter of whose product was found tainted and much of whose major quality effort actually fell into this objectionable category," they said. "In the spirit of promoting the cause of a free and responsible screen," the bishops hope "that there will be no further artful abuse of statistics."

Commenting on "fringe independent American product," the bishops say that exhibitors who "specialize" in "nudist and burlesque films . . . deserve neither respect nor toleration from their fellow citizens." They add that "technicalities of law may save them from criminal prosecution, but public opinion can drive them from our midst."

Turning to film advertising departments, the statement declares "a film-maker forfeits his honor and integrity in the public eye every time the blandishments of the dollar lead him to use sordid sex and sadistic violence to sell his product to the public. Sensational copy for films in theatre lobbies and in our newspapers . . . trailers which wring out every last ounce of shock value for the films they advertise not only are repulsive and frequently dishonest, but also have done more to keep good people and their families out of theatres than any other single factor."

Noting that the U.S. Supreme Court "upheld state and local prior censorship of films as constitutional," the bishops remind that "should every municipality in the United States be motivated by this ruling to institute film censorship, the consequences for the motion picture industry are incalculable."

Summarizing the report, the bishops state that the purpose of their observations "has been to suggest that the freedom of the screen is in greater jeopardy today than perhaps at any other time in the history of the medium. The threat of censorship hangs over motion pictures not because of any an-

Atlanta Mayor Meets Exhibs On Integration Demands

ATLANTA—Downtown motion picture exhibitors and art theatre representatives met with Mayor William B. Hartsfield to discuss demands of Negro leaders for integration of theatre audiences.

Officials would not be quoted, but it was understood there was considerable division among the theatre representatives. The Mayor is said to have told the conferees that he is still responsible for peace in Atlanta until he quits office Jan. 2, and that he hopes to avoid incidents wherever possible.

Negro leaders have complained that they have written to theatre operators and that their demands have been ignored.

Exhib Elected Mayor Of Cumberland, Ky.

CUMBERLAND, KY.—Theatreman Sam Isaac will be Cumberland's new Mayor. Isaac won in a spirited race that drew seven candidates and brought out the largest number of voters in the history of this Harlan County town. Nearly 1500 ballots were cast in a city with a population of 5200.

The election returns show that Isaac took an early lead only a short time after tabulation of the paper ballots began. His lead kept building up until the final results were totaled. Isaac got 517 votes to 298 of his closest competition. The other five candidates got 191, 143, 81, 75, and 33 respectively.

Isaac is secretary-treasurer and district manager of the Cumberland Amusement Co., Inc., which operates a chain of theatres in Kentucky and Virginia. He is also a director of the Guaranty Deposit Bank, treasurer and director of the local radio station, and a mortgage broker for Prudential Insurance Company of America.

He has also been active in a host of community activities.

Isaac is married to the former Barbara Ann Thomas of Roanoke, Va., and they have four children: Teresa Ann, 6; Cynthia Gail, 4½; Deborah Jean, 3; and Sam, Jr., 1.

Isaac, 31, will succeed Mayor H. H. Jacobs, 70.

Terrell Heads BV Branch

CHARLOTTE—Lawrence Terrell has been appointed manager of the Charlotte branch office, it was announced by Irving Ludwig, Buena Vista president.

Terrell has been with Paramount Pictures for over 20 years in various sales capacities, most recent of which was Charlotte branch manager. He succeeds Herbert Robinson in the BV post. Latter was recently promoted to assistant eastern sales manager.

tiquated prudery on the part of the audience, but because of reasonable public dissatisfaction with current film product, practices and exploitation."

They further add that "if we are not to lose the priceless privilege of a free screen, then there must be a concerted effort on the part of all to recognize individual responsibility and to discharge it with intelligence and integrity."

George Murphy Set As Allied Toastmaster

DETROIT—Actor George Murphy has accepted an invitation from convention chairman Ben Marcus to be master of ceremonies at the Allied Awards Banquet Dec. 7 during the Allied States Merchandising convention at the Eden Roc Hotel in Miami Beach.

"We are delighted," said Marcus, "that George Murphy will be the banquet toastmaster. George Murphy is not only an outstanding speaker and entertainer, he is one of Hollywood's all-time greats. During his many years as Hollywood's Ambassador of Good Will, George Murphy gained the respect, esteem and affection of exhibitors everywhere. We are anticipating with a great deal of pleasure having George Murphy present the glittering array of distinguished guests who will be present at the Allied Awards Banquet."

Murphy has had a successful career as leading man on stage and screen. In 1954, he directed public relations for MGM. He became Desilu vice-president two years ago, and is now associated with Technicolor Corporation.

He is a past president of the Screen Actors Guild, vice-president of the Academy of Motion Picture Arts and Sciences, and was on the board of the Motion Picture Relief Fund and the U.S.O. During the war, he chaired the Hollywood Coordinating Committee. In 1940, he received a special Academy Award. He is well-known as an after-dinner speaker.

Also, it was revealed that Sydney J. Cohen, interim president of the newly-organized New York State Allied unit, will head a member delegation to the national Allied convention. Included in the delegation are Charles Finerty, Jamestown; Mannie A. Brown, Buffalo; Charles Martina, Rochester and Medina; Sam Slotnick, Syracuse; and Sam Gandell, Canandaigua. Cohen will attend a series of board meetings in advance of the convention along with other unit representatives.

"El Cid" Rights To Col.

NEW YORK—The Far East, Middle East, and Scandinavia distribution rights to the Samuel Bronston production, "El Cid," have been granted to Columbia Pictures International, it was announced by Samuel Bronston and Mo Rothman, executive vice-president of Columbia International.

The announcement noted that these were the last remaining major distribution rights to the 70mm Super Technirama-Technicolor presentation which Bronston produced in association with Dear Films. It was also pointed out that the granting of these multiple rights to Columbia International was in contrast to the situation obtaining in the remainder of the Eastern Hemisphere, where release rights were granted to individual local distributors, country by country. Allied Artists is handling domestic distribution.

Carbery Joins Grand Bahama

NEW YORK—James S. Carbery, who has for the past year been with the Walter Reade Organization, has joined the Grand Bahama Development Company, Limited, in an executive capacity. Carbery, who formerly headed the United Artists Theatres on the west coast till June of 1960, is a veteran of over 20 years in the industry.

THE SHORT SUBJECT

... as seen by both
DISTRIBUTION
and
EXHIBITION

A RETURN to single feature programming in many situations and a more critical awareness of the public to entertainment seems to be bringing about a renaissance of interest in short subjects.

The desire of the public and of exhibitors anxious to please their customers seems to be for variety, and distributors and producers are focussing their efforts in that direction.

While the cartoon and travel subject are still staples in the field, new and exciting variations on familiar themes are the order of the day.

Following are descriptions by the various film companies of what to expect in the realm of shorts, plus a survey of exhibition comments from several film territories that tell the story from the point of view of the theatreman, this industry's link with the public.

DISTRIBUTION

BUENA VISTA

By **MIKE POLLER**
Short Subjects Sales Manager

During the coming year, Buena Vista will continue to provide an outstanding program of Walt Disney short subjects, all of which are in Technicolor and for audiences of all ages and interests. We are deeply cognizant of the fact that short subjects contribute immeasurably to well balanced theatre programming and also provide a solid inducement to ticket buying, enhanced by the famous name of Walt Disney. The Buena Vista line-up of short subjects is geared to meet both standards—that of entertainment and boxoffice pulling power.

Entertainment is the keynote of the Disney short subject program, and showmanship is Buena Vista's modus operandi in launching each short subject with hand-tailored campaigns comparable to those accorded feature productions. Promotional aides, in the form of special press kits and press sheets, special tie-ups, ad mats, stills, and accessories are created for each attraction, and we urge showmen to take advantage of these campaign tools.

Heading the list of new entries in the Disney short subject program is a seven minute special featuring the inimitable Goofy in "Aquamania," a zany tale of Goofy's adventures in the world of water sports. Goofy's friend Donald Duck is also top featured in cartoon shorts entitled "Donald and the Wheel," (18 minutes), "The Litterbug" (seven minutes), and "Donald in Mathmagic Land" (28 minutes). The story of the world's only land-going schooner is told in "The Saga of Windwagon Smith" (13 minutes) and "Goliath II" (15 minutes), the story of a pint-sized elephant.

We are also preparing a special program of Disney short subject "hits" that will feature the best loved cartoon adven-



MGM is making moviegoers and exhibitors alike happier folk with the announcement that a new batch of "Tom and Jerry" cartoons are on the way to theatres.

tures of Mickey Mouse, Chip and Dale, Pluto, Goofy, and other Disney characters.

Headlining the live-action Featurettes is Academy Award winner "The Horse With the Flying Tail," (48 minutes), relating the story of the world champion jumper, Nautical, and the United States Olympic Equestrian Team. This attraction is continually spotlighted in newspapers throughout the country. Also "The Hound That Thought He was a Raccoon" (48 minutes) which tells the story of a lop-eared hound whose friendship with his natural enemy, the raccoon, leads him to change his habits.

Two classic stories of the world under the sea are told in "Mysteries of the Deep" (24 minutes) and "Island of the Sea" (28 minutes), which have enchanted audiences wherever they have been shown.

One of the most acclaimed and entertaining short subject series in Disney history, the People and Places series, is represented in the 1962 lineup by "Portugal," "Wales," "7 Cities of Antarctica," "Ama Girls," "Scotland," "Japan," "Grand Canyon," and "The Danube"—each running around 30 minutes. These compelling stories of life in other countries of the world have been acclaimed and recommended by school boards and other groups across the country.

As you can readily see from the diversified short subjects entertainment line-up outlined above, Buena Vista will present a Disney short subject for every occasion—for every show.

COLUMBIA


By **MAURICE GRAD**
Short Subjects Sales Manager

Columbia's line-up of short-subject products for the 1961-62 season has been planned with the exhibitor foremost in mind, providing patrons with the kind of variety entertainment they like and expect with a main feature.



Heading the schedule will be a new series of six two-reel color featurettes. The first two, "Images of Luanga" and "Wonderful Israel," are currently available, with four more set for the series including the favorite musical "Travel-Larks." "Images of Luanga" is a sensational camera expedition into the heart of Africa, bringing the most dazzling and exotic locations ever recorded to the motion picture screen, while "Wonderful Israel" records all the rugged beauty and pulsating life of the Holy Land.

Highlighting the one-reel color cartoons is the popular Loopy de Loop series, created by the academy-award winning team

PARAMOUNT ANNOUNCES ANOTHER SENSATIONAL **ALL COLOR CARNIVAL!**



40 SHORTS FOR YOUR SHOW!



3

**TWO-REEL
SPECIALS**

6

**SPORTS
ILLUSTRATED**



4

TRAVELRAMAS



6

**POPEYE
CHAMPIONS**

20 CARTOONS

7 NOVELTOONS

7 MODERN MADCAPS

6 COMIC KINGS

1

**TWO-REEL
CARTOON
SPECIAL**



"ABNER, THE BASEBALL"

**PARAMOUNT'S SHORTS ARE A BUY-WORD
IN THE BUSINESS—CALL PARAMOUNT NOW!**



Buena Vista provides both cartoon and live-action variety to the shorts picture. Here, Goofy is bitten by the boat craze in Walt Disney's fun-filled "AQUAMANIA."



Also from Buena Vista is the popular "People and Places" series. Seen here is a scene from Walt Disney's picturesque tour of "WALES" in CinemaScope-Technicolor.

of William Hanna and Joseph Barbera. Other top-notch one-reel color cartoons are the two-time Academy-Award winner, Mr. Magoo, in eight of his favorites, and 15 selections from some of the company's cream of the crop of past years.

Two-reel comedies loom large in the re-releasing plans for the coming season, topped by eight Three Stooge comedies, currently at the peak of their new popularity. Twelve two-reelers will be issued under the Assorted Favorites and Comedy Favorites banners.

Single reelers will include ten World of Sports entries, featuring Bill Stern as commentator, and six of the currently popular Candid Microphone short-subjects with Allen Funt.

Three of Columbia's all-time serial box-office champions will be included in the 1961-62 program. They are "Cody Of The Pony Express," "The Sea Hound," and "The Monster And The Ape."

MGM

To meet the world-wide public and exhibitor demand for "Tom and Jerry" cartoons, Metro-Goldwyn-Mayer will release 11 new subjects in the coming year.

Three have already been released and will continue to play theatres both here and abroad. The three are "Switchin Kitten," "Down and Outing," and "Greek to Me-ow." All are new cartoons in Metrocolor.

The "Tom and Jerry" cartoons have proved to be so popular that many theatres, particularly overseas, regularly book "Tom and Jerry Festivals," a program made up entirely of the cartoons.

In addition to this program, MGM will also release 104 editions of "News of the Day" at the rate of two a week.

PARAMOUNT

By **HOWARD MINSKY**
Assistant General Sales Manager

With the current shortage of feature product in today's markets, shrewd exhibitors are surrounding their feature programs with the most attractive short subjects obtainable in order to cultivate a continuous flow of patronage and maintain a well-balanced show.

The essential values in a company's short subject program to increase exhibitor patronage are best summed up in these important subject matter requirements: timeliness, variety, and action—with color an additional strong plus factor. Opinions from leading exhibitors on the most desirable type of short subjects patrons prefer almost invariably revealed car-

toons leading all other divisions, with sports, travel shorts, and novelty films running closely behind.

For its current program of short subjects, Paramount will have available a brighter, newer array of 40 assorted short subjects encompassing a wide variety of colorful subjects geared to meet any and every showman's program requirements.

The 1961-1962 lineup on the Paramount shorts program is composed of the following: a two-reel cartoon special on "Abner, The Baseball," which documents the life of a major league baseball from the time it is stuffed and stitched in a factory to the time it gets the stuffing clobbered out of it on the diamond.

This subject was shown to various baseball writers as well as major league clubs. Phil Rizzuto, baseball radio commentator, declared it "one of the funniest pictures about baseball he has ever seen."

There will be 20 other colorful cartoons of four series each: seven Noveltoons including "Munro," a cartoon gem which won this year's Academy Award; "Turtle Scoop," "Kozmo Goes To School," and "Perry Popgun"; seven Modern Madcaps consisting of "The Plot Sickens," "Crumley Cogwheel," and "Popcorn and Politics"; six Comic Kings, with "Mouse Blanche" and "Hits and Runs" now ready; and the following six Popeye Champions—"Fireman's Brawl," "Toreadorable," "The Ace of Space," "Shaving Muggs," "Taxi Turvy," and "Floor Flusher."

For the sport enthusiasts, the program contains six Sports In Action subjects, and two-reel specials in color consisting of unusual subjects. The company has launched a global production program for its live-action shorts, with subjects currently being filmed in various parts of the world.

20TH-FOX

By **JACK KUHNE**
Fox-Movietone Production Director

Moving into 1962, the Fox-Movietone Short Subjects Department will keep production in high gear, with only one significant shift in the works.

The color CinemaScope shorts will not only continue to cover foreign lands but will now turn cameras on ourselves to promote tourism for this country as well as tell the true story of America to the rest of the world.

Translated into 27 languages and seen by nearly 400 million people, the cameras next year will be rolling from the Dewline

To give your show that added **little**
book **Columbia** shorts!

LOOPY De LOOP
10 Color Cartoons

Hilarious new hijinx with
the do-good wolf! Produced by
Oscar winners Hanna & Barbera!

Now in Release
IMAGES OF LUANGA

Every moment of a sketch-and-
snapshot expedition into
darkest Africa!
Two reel Color Featurette

Now in Release
**WONDERFUL
ISRAEL**

A fabulous screen tour
of a fabled land.
Two reel Color Featurette

**COLOR
FEATURETTES
IN PREPARATION**
Two Musical Travelarks...

WONDERS OF PHILADELPHIA
and
WONDERS OF ARKANSAS...

Plus 2 additional filmed
journeys to unusual
places!

**THREE
STOOGES**

8 Two reels

Each one, a top number
in the Stooze comedy
catalogue!

**ASSORTED
FAVORITES**

6 Two reels

The mirth kings
in their
laughter-pieces!

**COLOR
FAVORITES**

Color Cartoons

The cream of a
bumper crop of
enchanting reels.
Technicolor®

**COMEDY
FAVORITES**

6 Two reels

All proven barrels
of furious fun!

**MR.
MAGOO**

8 Color Cartoons

A selection of the
near-sighted nit-
wit's very best.
Technicolor®

**WORLD
OF SPORTS**

10 Single reels

Thrills, chills, and
spills with
Bill Stern.

**CANDID
MICROPHONE**

6 Single reels

TV star Alan Funt's
best-remembered
episodes!





Two more famous cartoon characters are available from Columbia, suave Loopy de Loop and hilarious Mr. Magoo, shown with his voice, talented Jim Backus.



A good short is a timeless subject, and here is a scene from a Columbia two-reeler starring the Three Stooges, currently at the peak of their popularity.

to the Cape of Good Hope, encompassing 12 shorts on defense, national progress, sports, music, and travel. Though the shorts tackle delicate questions in distant countries like Egypt and South Africa, they don't get involved in political controversies, but stress entertainment as the prime objective.

In the U.S.A., Movietone will shoot profiles of life seldom seen by moviegoers in other nations, of benefit to good will and our tourist economy. The value from shorts has been recognized for many years by foreign governments, and they show their gratitude by giving us the fullest cooperation at the highest level.

Their embassies, consulates, and U.N. delegations over here, plus expert contact men in their homelands, contribute all they possibly can to the success of our film stories. Admittedly, the world badly needs this understanding today, but now we'd also like to sell America and attract the tourists to our shores.

We have scheduled a new series of color-CinemaScope short subjects for 1962. Based on Robert Ripley's famous research, the four new "Amazing But True" films will bring to 16 the number of shorts to be released next year by Movietone.

Other tentative titles include "Mel Allen's Football Highlights of 1961" (black and white), "Norway," "The Vatican," "Sports Fishing—Family Style," "Sweden," "Paris Medley," "Finland," and "Ireland."

20TH-FOX—TERRYTOONS

By **WILLIAM WEISS, Vice-President and General Manager of Terrytoons, a Division of CBS Films, Inc.**

The alert and aggressive exhibitor is always looking for new ways of attracting customers to his ticket booths. To those who are currently booking Terrytoons cartoons, may I offer a suggestion or two that should help create more public interest in our product.

The nature of the pictures we currently have in distribution provides the alert and aggressive exhibitor with a great opportunity to point out with pride that the Terrytoons releases he is now receiving have been selected for showing this year at the world's best known film festivals. He should point out to his local Parent Teachers Association, his local school administrators, and to any other educational group in his community, that Terrytoons cartoons featuring Hector Heathcote, Hashimoto San, and Silly Sidney were seen in the Cannes, Berlin, Moscow, Locarno, Edinburgh, Cork, San

Francisco, and Mexico festivals; in fact, were requested to be shown at these festivals by those in charge. He should also point out that at the Venice Film Festival, "Drum Roll," featuring Hector Heathcote, won first prize in the children's category.

By promoting the quality of these Terrytoons films, the alert and aggressive exhibitor can help his continuing drive to bring children back to the movie theatres. Also, because of the current lack of full length films for the entire family, the exhibitor can put together a Terrytoons cartoon festival of his own that he would be proud to invite the family unit to attend. In many parts of the world, this has been and is being done most successfully by first-run theatres. I am sure that such an attempt would be very successful here in the United States.

We at Terrytoons are doing everything we can to give our exhibitors a "new look" on their screens and our current releases are an excellent example of that "new look." We are working on two new series with new characters which will be available some time next year. You can be sure that we will be proud to have them represented in the world's film festivals and that our exhibitors will be proud to present them.

UNIVERSAL

By **F. J. A. McCARTHY**
Assistant General Sales Manager

Supplementing the Company's Golden Anniversary releases during 1962 to help meet the continuing needs of the nation's theatres for a continuous supply of short subjects, Universal Pictures Company will again make available for release during the 1961-1962 selling season, a varied program of 36 short subjects in color and one in black and white.

The increase in output effected last year by Walter Lantz, will be continued during the 1961-1962 year with Lantz making 19 new color cartoons for release, augmented by seven re-releases of Woody Woodpecker color cartoons.

Universal will release two two-reel Specials in color during the 1961-1962 season, an increase over the one two-reeler of the previous year. The first of these two-reel Specials is tentatively titled "All That Oriental Jazz" and is an unusual feature with the background of the Ghinza, Tokyo's famed Broadway. The second is "Land Of The Long White Clouds," a two-reeler filmed entirely in far away New Zealand and presenting some unusual material.

Universal will again release eight one-reel shorts in color with the subject matter of the individual reels remaining

M·G·M PRESENTS

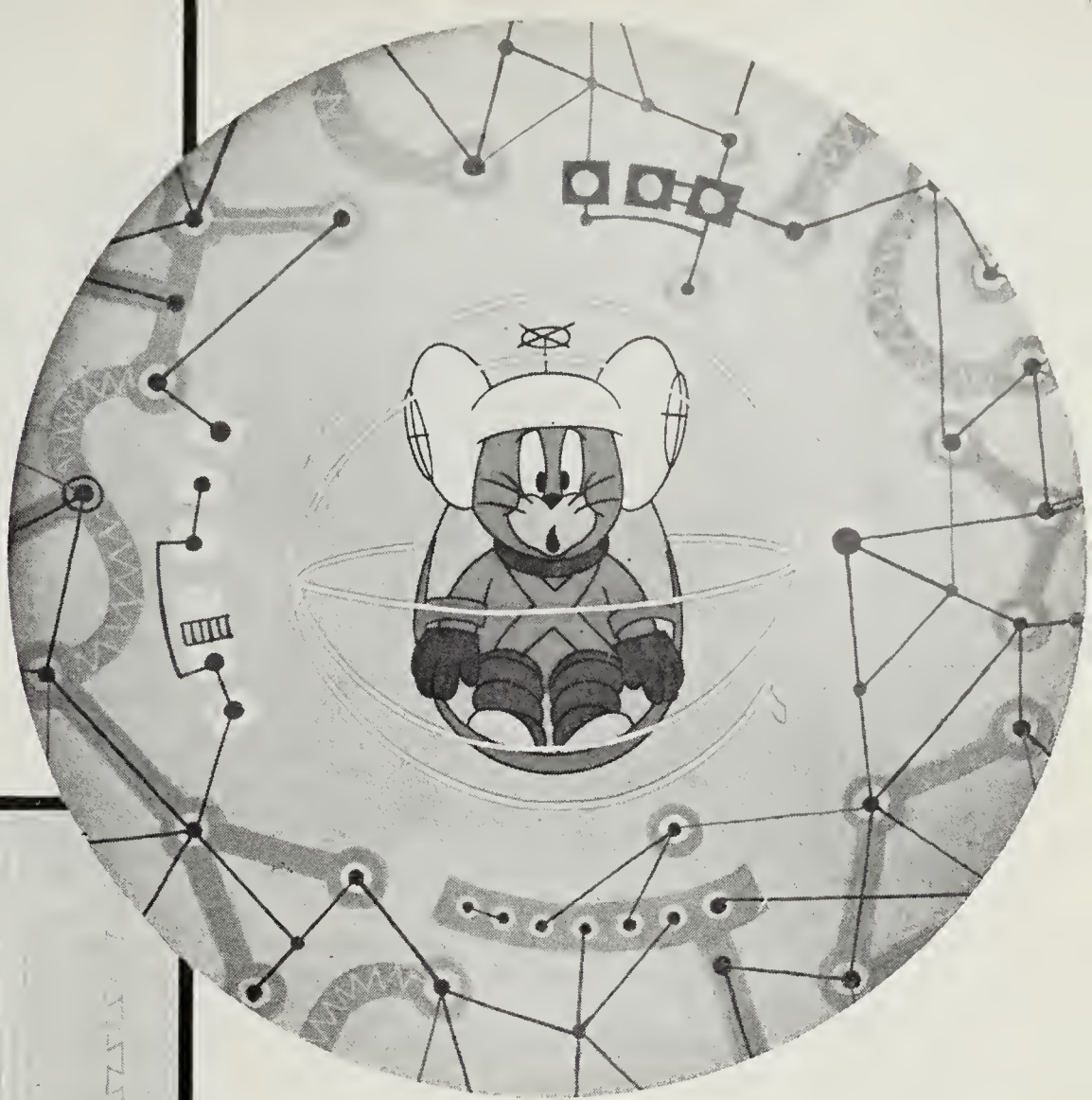
An All New Series Of

TOM and JERRY CARTOONS

IN WIDE SCREEN AND METROCOLOR

— ★ —

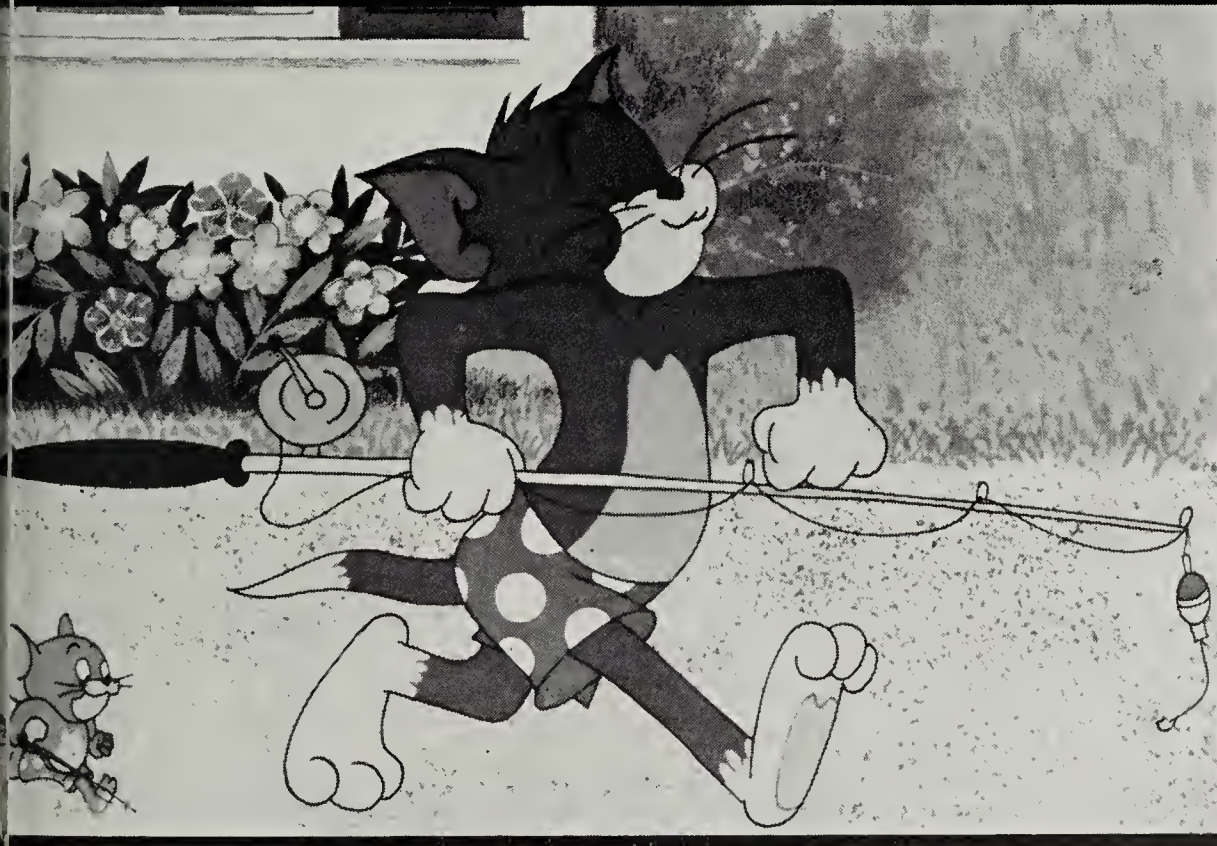
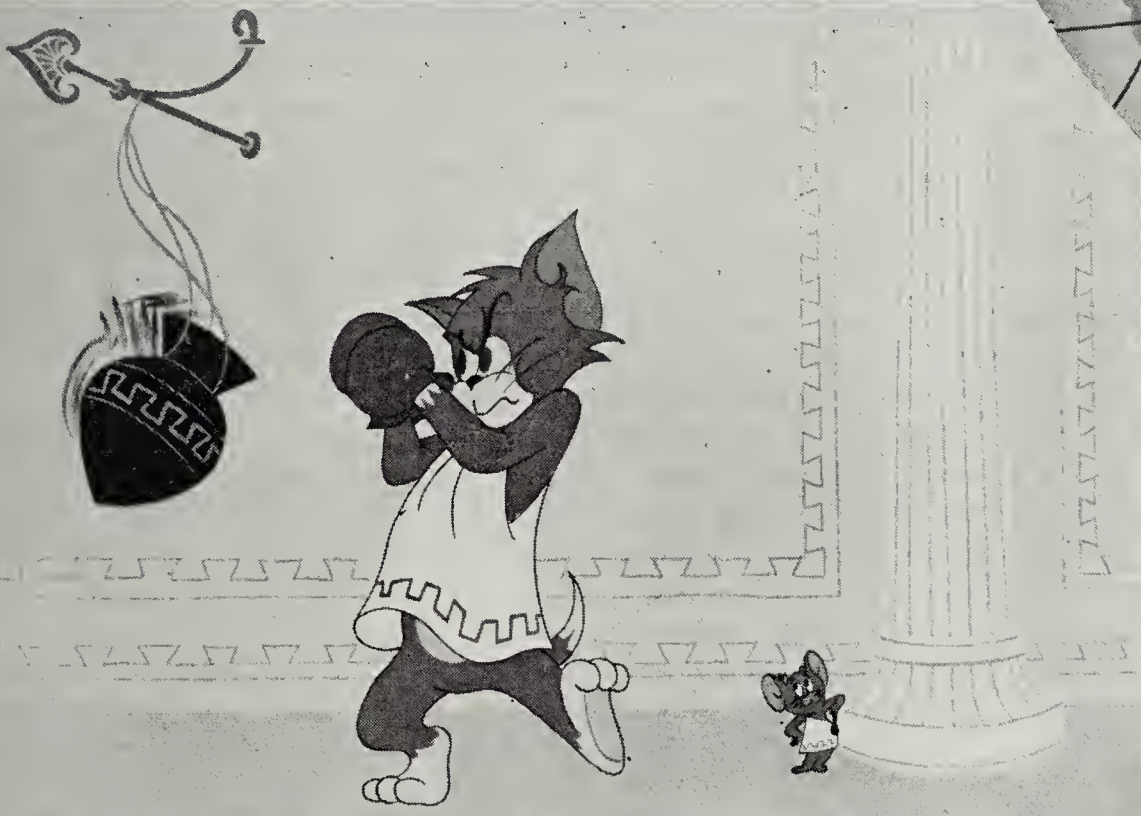
Available for Bookings



In response to world-wide public and exhibitor demand for "TOM and JERRY" cartoons, Metro-Goldwyn-Mayer is preparing and will release eleven new subjects during the next year.

Three of these cartoons are immediately available for bookings in theatres both here and abroad. They are "Switchin Kitten," "Down and Outing," and "Greek to Me-ow." All are completely new cartoons in Wide Screen and Metrocolor.

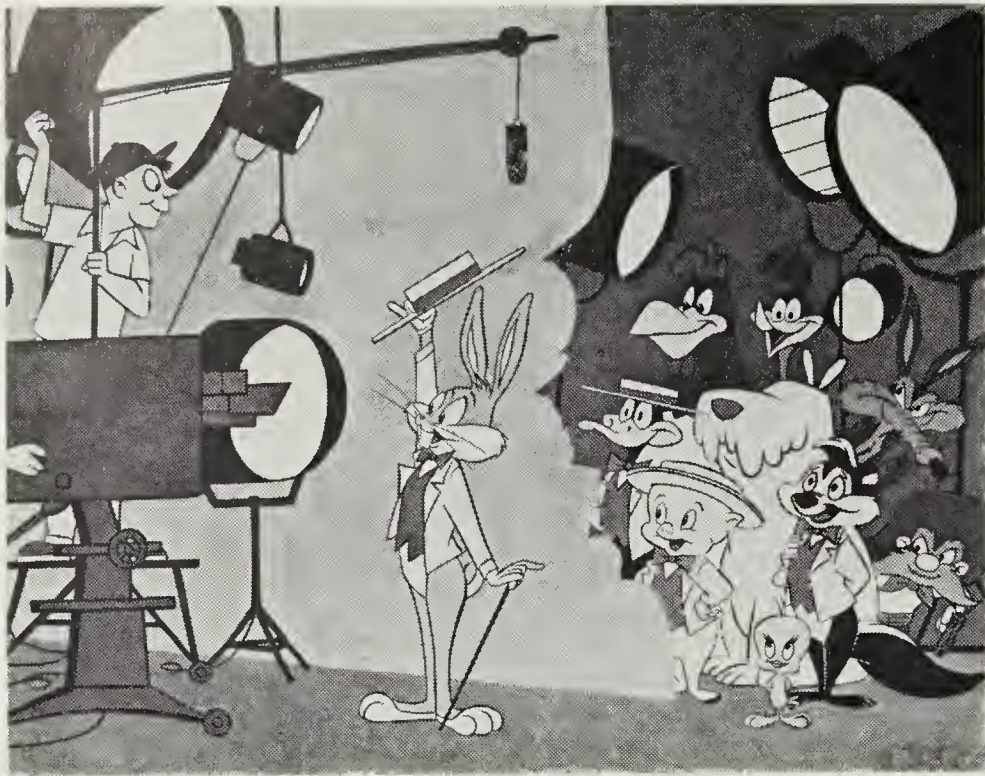
"TOM and JERRY" cartoons have proved to be so popular that many theatres, both here and abroad, regularly book "TOM and JERRY" Festivals, a program made up entirely of these cartoons.



World-wide News at its best is brought to you in M-G-M's NEWS OF THE DAY. Carefully edited by a staff of seasoned news analysts, it presents a comprehensive picture of the news as it happens. Released twice weekly — 104 issues a year!



N SHORT—FOR THE BEST IN SHORT FEATURES... CONTACT YOUR M-G-M BRANCH



All the zany characters featured in Warner Bros.' cartoons take a company bow here, led by that dashing gentleman of many delights, cheerful Bugs Bunny.



Walter Lantz chuckles at the antics of irrepressible Woody Woodpecker, leader of the short subjects stable at U-I, which also believes in shorts variety.

varied and timely, and in many instances providing interesting local promotional angles.

The black and white reel will again be "Football Highlights," which will feature footage from all the important college football games of the fall of 1961. Exhibitors have been enthusiastic about this reel in previous years, McCarthy noted, and every effort will be made to make the new "Football Highlights" as interesting and stimulating as its predecessors.

There will again be 104 issues of the Universal-International News with emphasis on all important local and world events since the public has shown continuing interest in this valuable adjunct of the theatre's regular program, McCarthy pointed out.

WARNER BROS.

By **CHARLES BAILY**
Short Subjects Sales Manager

The 8-9-10 and 17-18-19 minutes of celluloid that flash on your screen, known in the trade as the "short subject," furnish the greatest amount of enjoyment and excitement for your movie audience that could possibly be given in the few minutes these little short gems of entertainment are on the screen.

It seems difficult to believe during this period, when every segment of the entertainment world is fighting to secure its proper share of the entertainment hours of the public, that many exhibitors fail to take full advantage of the box-office value of the many fine short subjects available. In my many contacts with people outside our industry, I am amazed to find the number who ask me why, when they attend the movies, they do not see as many short subjects as they did in the past. It is pretty difficult to explain that this is due to lack of interest not on the part of the public but rather the exhibitor. You just cannot make them understand that this phase of the motion picture industry, which has proven right down through the years to be of great interest and entertainment to all the public, is not being exploited to the fullest.

When I was asked this year for a short subject story, I found myself asking what could be said that has not already been said—not once but many times in the past—about the value of these nine and 18 minute gems of entertainment, and I came to the realization that what was said in the past should be repeated and repeated over and over again because the short subject is just as popular today with the public as it has been down through the years. They have

always enjoyed them—they never tire of seeing factual pictures of how people live in far away places. Many millions dream of traveling to this or that country but never are able to have their dreams come true except on the motion picture screens throughout the country.

We at Warner Bros. are planning experiences which your audience will never forget in our one and two reel Worldwide Adventure Specials. For those who love to travel, and who does not, a never-to-be-forgotten journey to the country of our neighbor to the south, 18 minutes of solid enjoyment, awaits in "Fabulous Mexico." A soothing and romantic trip to the exotic Polynesian Islands of the Pacific is seen in "Where The Trade Winds Play." Or a fantastic, exciting and thrilling trip into the heart of the famous Okefenokee Swamps—17 minutes of great entertainment, in "Land Of The Trembling Earth." These are factual dramatic pictures that will provide a real thrill for those fortunate to see them. For the sports-minded part of your audiences, the six single-reel Worldwide Adventure Specials will include such exciting subjects as "Wild Water Champions," a thrilling story of shooting the rapids in Kayaks in the perilous mountain countries in middle Europe; "Kings Of The Outdoors," the story of the horse and what it has meant to man down through the ages; and "Emperor's Horses," a film dealing with the training of the famous Lippizzaner horses of Austria, plus three other exciting reels to be announced.

To capture that untold number of people who enjoy the cartoons and have their favorite cartoon characters, as well as the small fry who will be the adult audiences of tomorrow, we will release 16 new Merrie Melody and Looney Tune cartoons, plus 13 Blue Ribbon cartoons comprising the greatest laugh-getters of the past. We guarantee that we will corner the laugh-market in 1962.

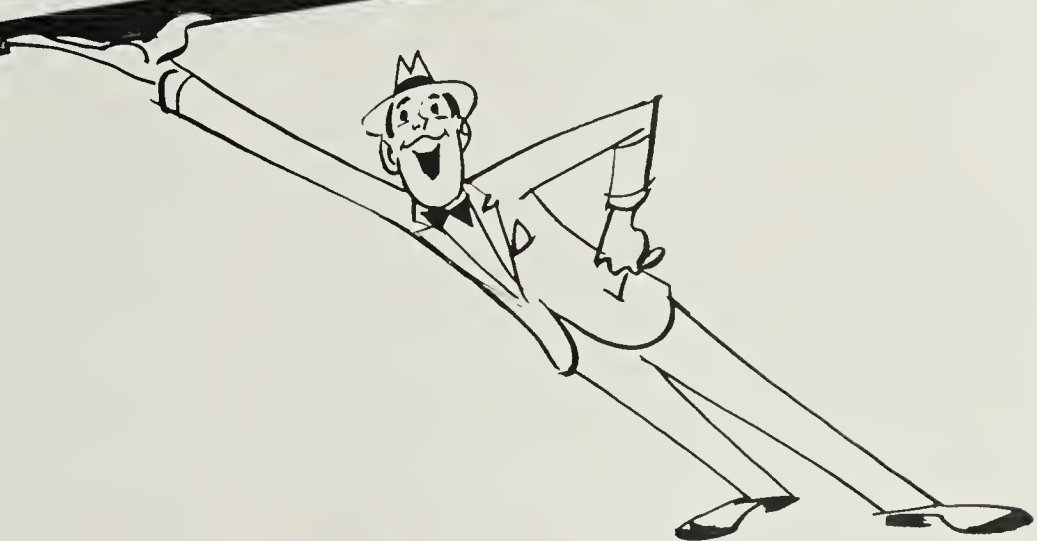
Make sure your audiences know when and what shorts you are including on your program. Tell them about them and you will be a first-hand witness to the enjoyment of your patrons during these short moments of outstanding entertainment.

LESTER A. SCHOENFELD FILMS

By **LESTER SCHOENFELD**
President

Heading up an important list of 50 short subjects covering cartoons, art, travel, adventure, sports and nature is our "GIUSEPPINA" voted an Oscar as best documentary short subject by the Academy of Motion Picture Arts and Sciences.

For Well-Balanced Shows



LONG ON SUBJECT VARIETY
LONG ON AUDIENCE INTEREST
LONG ON TIMELINESS

Play Shorts From 20th !

SKI NEW HORIZONS

COLOR by DELUXE · CINEMASCOPE

ASSIGNMENT INDIA

COLOR by DELUXE · CINEMASCOPE

SOUTH AFRICA TODAY

COLOR by DELUXE · CINEMASCOPE

SOUND OF ARIZONA

COLOR by DELUXE · CINEMASCOPE

SPORT FISHING FAMILY STYLE

COLOR by DELUXE · CINEMASCOPE

PARIS MEDLEY

COLOR by DELUXE · CINEMASCOPE

ASSIGNMENT PAKISTAN

COLOR by DELUXE · CINEMASCOPE

MEL ALLEN'S FOOTBALL HIGHLIGHTS OF 1961

CINEMASCOPE

ASSIGNMENT EGYPT

COLOR by DELUXE · CINEMASCOPE

*Plus dozens of TERRYTOONS and Twice
Weekly Issues of MOVIE TONE NEWS!*

The 50 new shorts in color include 15 featurettes, 25 two reels and 10 one reels.

The trend to single feature presentation lifting short subjects to the happy position of being needed and wanted was the inspiration for our Company to put together this impressive list of short subjects. We are confident we have available the particular short or shorts to properly round out your program.

EXHIBITION

BOSTON

Shorts Vital To Exhibs, But More, Better Needed

Exhibitors here queried on the importance of short subjects in today's successful theatre operation felt unanimously that short subjects are extremely important today, but pointed out that "good ones" are hard to get, and some censured film producing companies for not paying more attention to short subjects.

In the opinion of the Boston exhibitors, short subjects are of prime importance in both single feature showing and in double feature showing. While the first run houses show an affinity for the cartoon type short subjects, art houses and many single feature houses show a leaning for the "off beat," "think type," and unusual or "far out" short subject. As one exhibitor said, "We have to look to New York, Canada, and London for these."

Another avenue of thought was expressed by some exhibitors who felt, even though using short subjects, that "they have no meaning for commercial theatres now, because the kids are getting all of it on tv, for nothing."

However, all agreed that short subjects are tremendously important and that they would like more and better ones. Scarcity of good short subjects seems to be a bugaboo here. Exhibitors in first runs and on circuits seemed to feel that the Tom & Jerrys and the Disneys were tops in the short subjects field. "Travelogs went out the window," one exhibitor said, and "since then, it's been the cartoons for our houses. As for the off beat and arty short subjects, they're all right for those that like them."

Sam Richmond, general manager of Sack Theatres in Boston (Beacon Hill, Capri, Gary, Saxon), said: "Short subjects are even of greater importance now than they ever were, because many theatres are going into single feature presentation. Unfortunately, the need for short subjects is greater than the supply. There is almost a complete vacuum in the industry. No one is making them, with the exception of un-

listed producers. No majors are making them. (It would seem the majors are heeding this call from information included in this survey.)

"It is most difficult at present to book short subjects because of their practically non existenc. There is a great opportunity now for someone to produce good short subjects."

He pointed out that there are some new producers, "mainly an odd short here and there, but these are being booked on a hit and miss basis as they do not have a regular distributing outlet."

Practically all of the Boston theatres, with the exception of roadshow pictures, run short subjects, regardless of whether they are single or double features.

Arthur K. Howard, head of Affiliated Theatres Corp., said that he felt short subjects are very important and are playing "an extremely important part in theatre operations." He said the short subjects are getting shorter in supply. He declared that his circuit theatres run short subjects with every double bill and will continue to do so. Tom & Jerrys and Disneys are tops in his houses, he said.

Joseph DiCarlo, manager, Kenmore, art house, reported: "Short subjects are a very important part of the program here.

"We don't book shorts indiscriminately. They have to go along with the program. In some cases we do not use a short subject. We try for 'arty' shorts. One of the best was 'Day of the Painter.' We run a 'Magoo' if we can't get the type of arty short to go with the picture we are running."

The importance of good shorts should not be minimized, he pointed out. Art houses need quality shorts and there are far too few of those. It is time that someone started making good quality short features for art houses.

In general, the feeling of Boston exhibitors was that there should be more production of shorts and majors should pay more attention to the call of exhibitors for short subjects.

BUFFALO

Exhibs Agree On Shorts; Make Fans Forget Woes

"Unfortunately, the public still seems to demand double features and this is the greatest deterrent for need of short subjects," said Maurice Druker, general manager, Loew-Shea Theatres, Buffalo. "Personally, we firmly believe that a well rounded program is one that includes a newsreel, cartoon, and a short similar to the Fitzpatrick Travelogues or Nostradamus—not forgetting the fabulous Pete Smith reels—all, of course, in addition to a good feature without too much about sex deviates, of which we have had much too much already."

"Short subjects are a very important part of our programs," said James J. Hayes, manager of the Cinema and chief barker, Tent 7, Variety Club of Buffalo. "We use a two-reeler, a cartoon, and news with each change of show," declared Hayes.

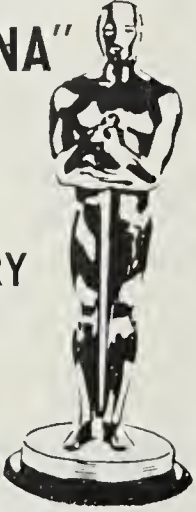
"Short subjects serve to balance the screen program properly, especially when running a single feature," said Charles Funk, managing director, Century theatre. "Good cartoons make the audience forget their problems while interesting travelogues take them to far and distant places. I feel a program well balanced with proper short subjects is a must in today's successful theatre operation."

"We find short subjects of importance with today's market of long-timed product," declared Gerald M. Westergren, general manager, Basil Enterprises.

CINCINNATI

More Shorts Necessary To Create Show Balance

Joseph Alexander, RKO district manager and Albee manager, said that short subject films are an important factor in building a balanced program. Depending on the type of the

<p>50 NEW SHORTS IN COLOR</p>	<p>"GIUSEPPINA"</p>
<p>15 FEATURETTES</p> <p>~~~~~</p> <p>25 TWO REELERS</p> <p>~~~~~</p> <p>10 ONE REELERS</p> <p>~~~~~</p> <p>ALL IN COLOR</p>	<p>VOTED BEST DOCUMENTARY SHORT SUBJECT</p> 
<p>LESTER A. SCHOENFELD FILMS</p> <p>247 WEST 42nd St., N. Y., N. Y. PE 6-1508</p>	

feature and its length, he endeavors to give a varied program using travel films, comedies, and musicals. If time is short, he uses sport films and cartoons. He has built quite a following for short travel films, sometimes having a series on a one-day-a-week basis, that are shown along with the feature. He also has tried an opera series, which proved very successful, and he plans to expand the project later in the season. He has also learned the tastes of the Golden Age Club members, and shows short subjects that are interesting to the members from time to time.

Jack Haynes, general manager, Shor Theatres, said that he considered short subjects very important in building a film program on type and contrast to the featured film. As general manager of 15 houses in the area, he depends chiefly on news reels, sports, and cartoons. He is constantly searching for short subjects that have quality, variety, and contrast which will fit in the time allowed for a short subject.

Kenneth Perkins, manager, art Guild, has very definite ideas concerning short subjects for the art house. He feels they are very important in setting the mood and the proper background for the featured film. A short may be on customs of the country, a quick view of the country or a city, a satire, or any other short that would enhance the featured film. He says there is a definite lack of the proper shorts for art house presentations.

Lou Wiethe, owner, Valley, declared the short subject film is the spice of a program and should be chosen with great care. He noted that there is little interest in producing shorts with new and original ideas, which are an essential part of a well rounded film program.

Irma Frisz, short subjects booker for Chakeres Theatres, Springfield, O., has difficulty in finding sufficient new material in short subjects for the 24 houses and 10-drive-ins that she books. Her mainstays are cartoons, travel, and sport shorts. Newsreels are out as patrons see the events as they happen on tv. She strives for balance and contrast with the features

and is stymied by the lack of fresh and varied material.

Two independent bookers, whose customers are in Ohio, West Virginia, and Kentucky, report that cartoons and sporting events are about the only shorts they can sell to round out a film program. Some customers buy two full-length films and have no shorts.

Another booker queried said he had given up in trying to acquire good shorts and with the exception of occasional sporting events or a cartoon, resorted to filling programs with two full-length films.

DENVER

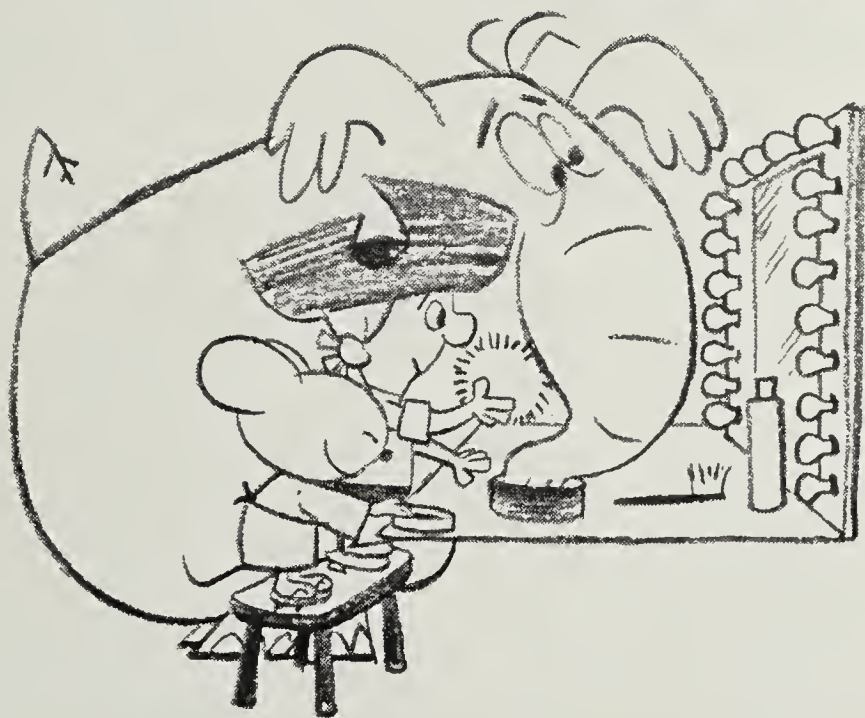
Single Or Double Bill; Shorts Still Important

TOM SMILEY, President and General Manager, Wolfberg Theatres—"Short subjects are most important in our theatre operation, especially at our first run 2,100 downtown Paramount where we run mostly single bill. The cartoons, which we try to use on every program regardless of single or double bill booking, are especially enjoyed by the whole audience. They and other good short subjects are welcome relief from the pent up emotions of serious drama and a pleasing interlude in building a diversified family program. There is a real shortage of superior quality short subjects. We feel they are an important part of our every program."

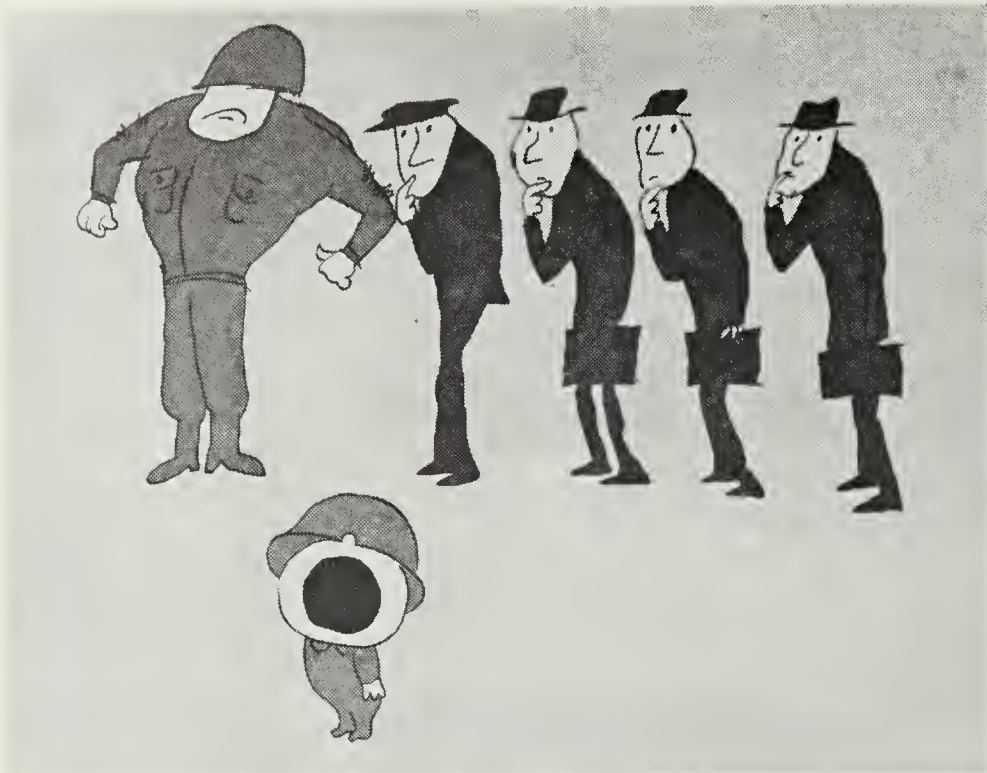
BILL RAMSAY, Managing Director of Art Theatre Guild's Capri Art and Vogue Theatres—"While short subjects are seemingly not so important in the operation of art theatres, I feel that good, well selected short subjects are a necessary component of every program. While I never knew a short subject strong enough to stand on its own, I have personal knowledge of several which have sustained patronage to such an extent that extended runs have been accorded the feature. One example is 'The Violinist' which played here recently."

HAROLD RICE, City Manager, Fox Intermountain Theatres—"Short subjects? VERY important! Whether a program

GOOD-LOOKING ... And good booking! That's the Terrytoons slogan. And you'll find it's true when you do (show)business with Hashimoto-San, Hector Heathcote, Silly Sidney and the many other boxoffice winners from Terrytoons. Produced in CinemaScope, with Color by Deluxe **TERRYTOONS**



A Division of CBS Films Inc. / Distributed by Twentieth Century-Fox Film Corp.



Here is little "MUNRO," one of the newest and brightest cartoon stars, a laugh-filled gift from Paramount, which has breathed new life into short subjects.



A new approach to cartoon tomfoolery and one that has proven popular to adults and kids alike is coming from the Terrytoon drawing boards for 20-Fox.

is double or single bill, short subjects play a necessary part in the enjoyment of every show. Tension relief is one thing we are striving for, at the same time balancing the program. Now that tv has made theatre newsreels virtually obsolete, other types of short subjects have become increasingly desirable—especially, we find those of a scenic or sporting nature and cartoons are tops with all audiences—especially the good ones like Disneys and Road Runners, which are always popular. A great deal of care and attention is given to the selection of our short subjects, particularly for our top houses like the Centre and the Denver. With our current attraction at the Denver, I viewed seven before selecting a well produced ski subject to go along with a previously carefully chosen cartoon. Patron comment has been most gratifying."

DETROIT

Double Feature Policy Minimizes Shorts Value

Short subjects are not important to most exhibitors in this area. This has nothing to do with their value as entertainment. It stems from the fact that double bills are the order of the day, so there just isn't playing time according to most.

As with everything else, there are shades of thinking, and specific situations where the short is important; but, broadly speaking, the opening paragraph sums it up.

Woodrow R. Praught, president of the ABC-Paramount subsidiary, United Detroit Theatres, thinks that he detects the ground swell of a possible veering back to single-feature shows. When and if this happens, the short will again become important. Should it happen, he says, it will "take a while."

William Brown, managing director of the Fox, the country's second largest house, falls in line with Praught's thinking. Shorts for him serve only the purpose of being occasional fillers.

At Cooperative Theatres of Michigan, one of the nation's most important buyers and bookers, Earl England holds similar views. One of his chores is to book for the very important W & W Theatres, which are on a solid double-bill policy. In the same office is Fred Sturgess, the manager, who also handles smaller situations where single bills obtain. He is interested in good shorts, such as Disney featurettes.

He feels their value has much to do with available paper and trailers. Merely to advertise a title of a short without identifying communication to the public has, in his opinion, no box office appeal.

Richard Sloan, who with his brother Eugene is one of the

city's foremost operators and who is in a group building a new expensive theatre, attaches value to shorts when there is playing time. He feels a cartoon, for example, spices up the bill. But again, it's "When there's time."

In sharp contrast with this are managing director Fred Sweet's ideas. The very life-blood of his Telenews operation is the briefies. He complains bitterly because major studios and distributors offer such "a skimpy selection."

He has been forced to turn to independent distributors for his major source of supply. Another complaint is that the majors for the most part offer cartoons. The audience the Telenews attracts, barring holiday bills, won't go for them.

The Goldberg Twins' Community Theatres, with four indoor and four outdoor situations, tell the same story. In seven situations double bills leave no time for shorts.

However, at the exclusive Punch & Judy, located in the socialite Grosse Pointe district, the house has been on a single-bill policy since it opened its doors 32 years ago. Short subjects and newsreels are shown on every bill. In addition, weekend children's matinees are conducted year in and out, with the current attraction withdrawn for these performances. Shorts at these matinees are vital.

Aside from roadshows such as Cinerama, the Adams is the only downtown house on a consistent single bill policy. Managing director Norman Meyers therefore hangs considerable weight on good quality shorts, which he says, "I always advocate."

While the supply is not too great, he manages to get enough of the calibre which he feels fill the needs of his audiences.

Throughout the state, single and double bill policies are about equally divided. However, points out William Clark of Clark Theatres Service, handling independent theatre buying and booking, due to the length of features today, there isn't too much time to be filled in, even on a single bill. Currently, he pointed to one group of 16 out-state theatres. Fifteen had time for a one reel cartoon short, one house for a two-reeler.

On the other side of the coin—the distributors—the answers are for the most part that they consider short subjects an important part of every billing. One feels that non-playing by many exhibitors is not solely governed by the time factor, but to save money.

A second branch manager said he regretted the high cost of shorts today precluded producing many more.

(continued on page 22)

"How I Would Sell..."

THE GEORGE RAFT STORY

Allied Artists' "THE GEORGE RAFT STORY" should be one of the top pictures of the year. The picture has just about everything—sex, glamour, violence—you name it. This, of course, gives us an opportunity to work many angles and we should. However, we must first remember the title itself which is "THE GEORGE RAFT STORY," and we must also remember that George Raft is still living, so that "THE GEORGE RAFT STORY" is a living legend. How many motion pictures, books, etc., have been written about a person while he was still alive; I venture to say you would have a tough time trying to think of even two. I make this point deliberately because we must always do everything with dignity and good taste. This does not mean you eliminate sex and gangsters, however. To do that, you wouldn't have "THE GEORGE RAFT STORY."

Just a simple illustration: "THE FRANKEST STORY A MOVIE STAR EVER TOLD." I could have continued this quote and added "about his ganster friends." That, of course, is not in good taste. I believe you see my point. I would be remiss, however, if we neglected to

Exciting AA Drama Of Show Business In Roaring '20s

An Exclusive **SHOWMANALYSIS** Prepared by—

SOL L. SORKIN, City Manager
RKO Keith's Theatre, Syracuse, N. Y.



SORKIN

ABOUT THE AUTHOR • Sol L. Sorkin was born in New York City and is a veteran of the New York City theatres. While going to New York University he worked at night, working his way up from chief of service to house manager at the Fox, Brooklyn, N.Y. He went to work for RKO theatres in 1930 transferring for them to Washington, D.C., where he remained for 15 years. He has been in his present spot for the past 12 years. He was among the five winners of MOTION PICTURE EXHIBITOR'S 1960 EXPLOITATION contest and was a runner-up in the 1959 contest. He was married in 1932 and has two daughters, two sons, and two grandchildren. Sorkin is convinced that the tools of merchandising are all available to the exhibitor who is willing to go to the trouble of finding and using them properly. Sorkin was first prize winner at RKO Theatres 1960 contest and 2nd prize winner in the Circuit's 1961 Presidents Drive.

use every means at our disposal to sell "THE GEORGE RAFT STORY."
When I first heard about "THE GEORGE RAFT STORY," it brought to my mind many things, but most important, The Lawless Decade. The Period of the Al Capones, the "Bootleg Liquor," the "Needle Beer," what everyone called THE WONDERFUL TWENTIES.

The first picture that brought national recognition to George Raft was "SCARFACE." He was not the star, but the body-guard of "SCARFACE," played by Paul Muni, who depicted Al Capone. Raft played the part so well that the real Al Capone told him the next time he should play Capone. The Syracuse Public Library furnished me with a book, believe it or not, called the "Lawless Decade," and it had everything needed to help me sell "THE GEORGE RAFT STORY." I am sure that any one of us can pick it up in our own library.

STUNT sure to grab attention is a giveaway of an old newspaper, in this case featuring the story of a gangland massacre of the '20s, with an ad for the film on the page.

SYRACUSE HERALD CITY EDITION

FRIDAY EVENING, FEBRUARY 15, 1979

DRY CHIEF SAYS POLICE MASSACRED 7

Nathan Miller May Become Hoover's Attorney General

Suits Big Business, Dry Chiefs
Miller Not Advocate of Prohibition But Is for Law Enforcement

Freighter Disabled and Adrift After Member of Crew Braves Dragger of Rocks—Menace to Navigation

Gas Levy Seen As 'Fair Tax' By Roosevelt

Benefits Majority?
Governor Cites Equalization Plan Before 2:30 at Council

Six Children and Mother Killed By Gas
Father, Washing Night, Finds Bodies of Victims in Bed

Expect Lindy To Wed Anne Before June
Date Likely to Be Set During Visit Late This Month

Man Will Be Studied in \$7,500,000 Yale Institute
Knowledge of Mind and Body and of Individual and Group Conduct to Be Corrected

Guard Girl Orphaned by Twin Tragedy
Deputy Sheriff to Stand Trial Despite Note Clearing Him

Roosevelt Hopes for Agreement With C.O.P. on State Power

Lindy Flies Toward Washington, Expects to Stop on Way

THIRTY BILLION NATIONAL BANK RESOURCES DEC. 31

Two Great Features
Covering the H.P. and "YESTERDAYS"

Dry Raiders Hold List of Wealthy Persons, Believed Liquor Potrons

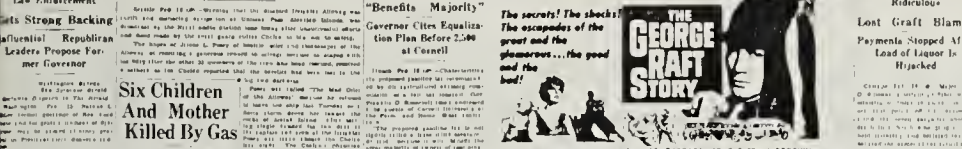
Five Men and Woman Taken in \$500,000 Tom Grab

Must Keep a Fishing in 'Becomes Good' President Rogers

Belt Buckle Saves His Life

The Weather

THE FRANKEST STORY A MOVIE STAR EVER TOLD!



THE GEORGE RAFT STORY

JANE MANFREDI, BARRE CHASE, BARBARA NICHOLS, FRANK GORSHIN, MARGO MOORE, BRAD DEXTER, NEVILLE BRAND, JULIE LONDON, RAY DANTON

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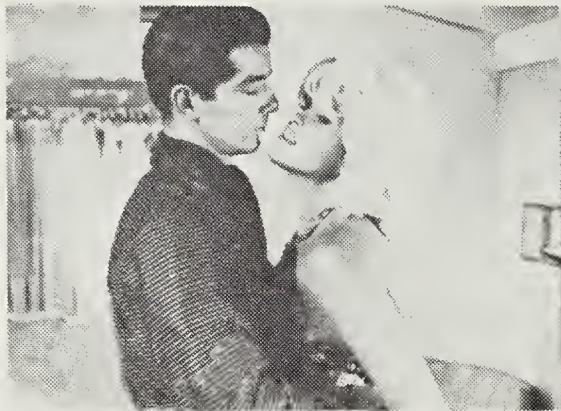
THE FRANKEST STORY A MOVIE STAR EVER TOLD!

AT LAST ON THE MOVIE THEATRE SCREEN "THE GEORGE RAFT STORY"

THIS IS THE HOLLYWOOD YOU'VE NEVER KNOWN... THE WAY A STAR LIVED IT...AND NOW TELLS IT!



Raft's fighting fists...the exciting news of the day!



Beautiful women followed Raft's star-studded road to fame!



Raft's Hollywood parties made the headlines!



Raft knew the biggest of the bad men...Capone himself!



Raft's Bolero took the dancing world by storm!



When Castro took over... Raft was trapped in a Havana nightclub!



Raft's romantic career with the world's most glamorous stars!

HERALD available for distribution away from the theatre, focussing attention on the adventure and romance found in this film.

It was compiled by Paul Sann, and was excellent background material.

RAY DANTON, who plays Raft in the picture, does a terrific job, and it is as authentic a portrayal as any star could give. The supporting cast: JAYNE MANSFIELD, BARRIE CHASE, BARBARA NICHOLS, FRANK GORSHIN, MARGO MOORE, BRAD DEXTER, with NEVILLE BRAND as Al Capone, and important songstress JULIE LONDON playing a top roll.

Today, the most important dance our teenagers and even adults enjoy is the "Twist." George Raft himself was noted as one of the top dancers of his day, and the records show that he was the first white performer to dance the "Charleston," which as all of us who can remember, had a couple of nice little "twists." Then there were other dances, like the "Black Bottom," "Lindy Hop," "Peabody," "Tango," and a few more that easily equaled and were just as popular as the "Twist" and other modern dances.

What an opportunity to tie up with a dance studio and the Rock 'n Roll Radio Stations for a DANCE CONTEST to end all dance contests. Prizes would be good. As a matter of fact, any prize should be worth while. I believe that if you have something good going, fine prizes can be promoted: \$100 in cash, or \$50 in cash, or savings bonds, or promoted prizes, or even trophies (these are inexpensive).

For the older people who can remember Young George Raft, hold a "WEAVE A STORY" CONTEST—a very simple one—just list the George Raft pictures:

"Hush Money"—"Quick Millions"—"Scarface"—"Dancers in the Dark"—"Night After Night"—"Under Cover Man"—"If I Had A Million"—"The Eagle and the Hawk"—"Pick Up"—"Midnight Club"—"The Bowery"—"All of Me"—"Bolero"—"The Trumpet Blows"—"They Drive By Night"—"Background To Danger"—"Follow the Boys"—"Nob Hill"—"Johnny Angel"—"Mr. Ace"—"Nocturne"—

"Whistle Stop"—"Christmas Eve"—"Intrigue"—"Race Street"—"Red Light"—"Dangerous Profession"—"Johnny Allegro"—"Outpost in Morocco"—"Lucky Nick Cain"—"Loan Shark"—"I'll Get You"—"Man From Cairo"—"Rogue Cop"—"Black Widow"—"A Bullet for Joey."

Reading this list of titles makes you think, and you begin to realize how well known George Raft is. (A tie-up could be made with a jewelry store, department store, specialty shop, or any other live-wire business. I feel that a wrist watch or something on that order would be a good prize. The contest is simple, the contestant takes the titles of the George Raft pictures and weaves them into narrative form. My reason is two-fold:

1. It reaches an audience who have been sitting home watching television.
2. Everyone who hears about this contest will be impressed by the great array of motion pictures that George Raft starred in.

A BATHING BEAUTY CONTEST, not just an ordinary contest, but a contest for women who had glamorous figures in the 20's. It is really very simple. All that is necessary is that they submit photographs of themselves taken at that time. The big thing about this is that no matter what these women look like today, they will be judged only by their photographs taken during the 20's. I feel that the novelty of a contest of this kind might appeal to a newspaper. This is not a usual bathing suit contest where personal appearances have to be made. All we want here is photographs. A store could be approached, and it would be nice to get suitable wearing apparel as prizes for the winners. What a terrific lobby display this would make, also a window in a big store. I believe that

this window would attract bigger crowds than anyone could imagine. (I can remember how intrigued I was when I visited Atlantic City and saw pictures of the old Bathing Beauty contests going back to the very beginning.)

In looking over the material, ads, etc., I think Allied Artists would like to stay away from exploitation of the racketeer angle and concentrate on the glamour phase of the era. However, as I explained earlier, everyone knows about the Roaring Twenties and the part George Raft played during that period. I honestly believe that it just cannot be hidden and if handled right, we could reach the teenage audience. Just to mention a few things that might work out:

A weapons display in the lobby, which would include Thompson Sub-Machine Guns, sawed-off shotguns, and all other weapons of that period.

Here in Syracuse, we have no difficulty borrowing such material from the sheriff's office. As a matter of fact, they like to set up a display with the "Crime Doesn't Pay" angle.

I would also like to screen the picture for top law enforcement officials. This will also include reporters, judges, lawyers, and the like, and to the same screening, invite the officials of all the Women's Clubs in the area, and, of course, the wives of the officials mentioned above. This screening should be held on a Friday night and handled as a SNEAK PREVIEW so that we also get a representative group of regular theatre goers. This could be built up so strong that it would lend prestige and dignity to the picture. You will note that we have kept the gangster angle without the rough and tough expression.

I intend to appear on a television women's program to be interviewed by a female personality, in the case of Syracuse, Kay Russell, who has a half hour daily program. We will show stills from the picture and explain that behind every man is a woman, and that "THE GEORGE RAFT STORY" is about men for women, their women.

I am sure from what I have seen in the material that Allied Artists have been sending out week after week on "THE GEORGE RAFT STORY," the picture company will go all out in supplying the theatres with plenty of material, and I

mean good material. They have a specially prepared 40 x 60 which will be given gratis to all the early dates, the cards that we have been receiving on the stars in the pictures can be utilized locally and sent to newspapers, television stations, radio stations, and many other opinion-making groups. As an illustration, on this page reproduced is Barbara Nichols as TEXAS GUINAN, QUEEN OF NEW YORK'S NIGHTLIFE. I feel that this could easily arouse interest in the picture from those people whom we need as movie goers and who have been staying away. It would take them back through the years, and for the youngsters, it will show how their parents and grandparents lived and loved.

Every public library has copies of newspapers published going back through the years. The libraries are very cooperative and will help you pick out something that would be of interest locally and tie-in with "THE GEORGE RAFT STORY." I chose the Syracuse Herald of Friday, February 15, 1929, the day after the Valentine Day Massacre in Chicago. An ad is superimposed on "THE GEORGE RAFT STORY" on the front page of this newspaper; this can be used either as a herald or an ad, it wouldn't matter. (This newspaper reproduced on this page.)

The ads on "THE GEORGE RAFT STORY" are very impressive and are slanted towards an expose of Hollywood with catch lines such as:

"Hollywood's Confidential Story"—"Secret for Secret, the Hottest Expose Ever Made About Hollywood."

For the first time, a movie star tells all the "Secrets! Shocks! Escapades!" I have chosen a few of the ads and they are reproduced herewith.

Allied Artists has not neglected anything, and just for the asking will supply you with excellent material—radio spots—tv trailers—merchandising stills, etc.

Allied Artists has gone all out with "THE GEORGE RAFT STORY." Just a small effort on our part and I honestly believe that it will pay off at the box office with top receipts. Enthuse your entire theatre staff, your friends, and the city with "THE GEORGE RAFT STORY," and you can't miss.

BELOW, Barbara Nichols as Texas Guinan for a touch of nostalgia and a still of Ray Danton as Raft, the dancer, for dance school tieups. RIGHT, one of the ads our author favors selling the drama, adventure, and romantic angles.



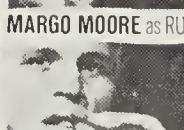
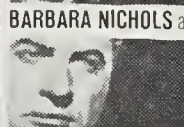
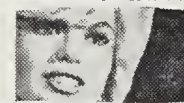
THE FRANKEST STORY A MOVIE STAR EVER TOLD ABOUT! HOLLYWOOD!

The secrets! The shocks!
The escapades
of the great and the
glamorous...the good
and the bad!



JAYNE MANSFIELD · BARRIE CHASE · BARBARA NICHOLS
FRANK GORSHIN · MARGO MOORE · BRAD DEXTER
NEVILLE BRAND · AL CAPONE and JULIE LONDON

and RAY DANTON as GEORGE RAFT — with ROBERT STRAUSS · HERSCHEL BERNARDI · JOE DE SANTIS
produced by BEN SCHWALB directed by JOSEPH M. NEWMAN screenplay by CRANE WILBUR



NEVILLE BRAND as CAPONE

SHORT SUBJECTS

(continued from page 18)

Another remarked he had trouble moving shorts except for cartoons. Still a different view was that while cartoons, the most plentiful item available, were becoming more adult, they still remained essentially entertainment for children.

Yet, the cartoon remains most in demand. Edward Susse, MGM branch manager, pointed out that for the first time since 1957, his company was releasing new Tom and Jerry subjects.

In Detroit particular and Michigan in general, the conclusion seems to be that unless the area reverts to single features, the market for shorts here will not be a strong one.

NEW ORLEANS

By **L. C. MONTGOMERY**
President, Delta Theatres, Inc.

It is regrettable that very few exhibitors today give the attention required in the booking of short subjects. This is partly due to the fact that the features generally have become longer in running time, and, therefore, you cannot surround your features with the number of short subjects which we used to do in days of yore. On the other hand, much improvement could be made in the booking of shorts in a great many of our theatres today. There are still enough novelty shorts floating around that can be booked to make up a well rounded program, instead of following the policy more or less every week of a newsreel, cartoon, and feature.

It is fortunate that we are reminded of these things from time to time, and while we use ordinary diligence in the booking of shorts, I think our job should be to be extraordinarily careful.

Another thing is that the newsreel has become old hat—inasmuch as tv scoops the theatre in practically everything. Our only “out” in newsreels is for them to show shots not scooped by tv, and to go into detail on important news events. Some of the stuff we get in newsreels is strictly tripe.

NEW YORK

By **RALPH E. DONNELLY**
General Manager, Associated Independent Theatres

The short subject is the whipped cream to any exhibitor's programming.

At Associated Independent Theatres we plan our short subject booking almost as carefully as our feature attractions. All of our 14 theatres are single-feature operations, causing us to use a great deal more shorts than the average double-feature presentation.

There comes a time during the booking week when you get the feeling that the distributor doesn't really give a hoot, and if you book a single, you're only booking nine minutes—not even knowing what the subject matter is. Lately, however, many of the distribs (and happily, many of the majors) have taken pains to book our shorts with a little vision.

Paramount has devoted a good deal more time of late to the booking and planning of their above average short subjects, such as “Boats-A-Poppin” and “Life-line to Hong Kong.”

Warners' “Israel” and Fox's “Call of the Holy Land” required a great deal of contact work on our part—but both shorts pay off handsomely at the box-office—worth any effort put behind it. One of these shorts we've already played four times within one year at one theatre.

Walt Disney's Bucna Vista, however, probably leads the field of majors that supply you with “ticket selling” merchandise. I do not believe that any short subject alone will actually sell a ticket, but I do know for a fact that in many

instances I have outgrossed many double-feature set-ups with the same main attraction and truly “selective” short subject.

In the independent field, Lester Schoenfeld, Union Films, and George Roth probably lead the pack with good shorts product.

One word in passing—if the film inspectors would spend as much time inspecting the film as the distributor now does handling the film, all of our problems would be solved.

SAN FRANCISCO

**Shorts Favored Over
Mediocre Second Feature**

SAN FRANCISCO—Exhibitors in the northern California territory would like to see short subjects occupy at least twice as much more program time as they now do but are virtually powerless to do anything about it.

“Lack of sustained good Hollywood product, which compels using the double feature policy, crowds out the shorts.”

That was the consensus reached after a MOTION PICTURE EXHIBITOR spot survey of the area's major exhibitors. Most of them agreed the industry, particularly Disney, is producing excellent short subjects. It was also admitted many foreign movie makers are coming up with splendid shorts, but the output is almost entirely restricted to the art houses. However, the steady increase in popularity of art houses in northern California should be a cheerful omen for the makers of shorts. In the past two years the number of art houses hereabouts has almost doubled.

“Whenever we have a strong feature, we always strive to drop the lower double bill entry for a featurette, or a short of anywhere from 27 to 40 minutes,” said Fred Dixon, booker for the United California Theatres chain which operates approximately 100 houses, including six art showplaces in northern California and Nevada.

“Two good shorts or one long one are worth twice as much as a so-so second feature,” Dixon added. “At that, we have at least one short, usually a cartoon, on practically every program.”

If the time ever comes when exhibitors could count on a steady diet of solid features they would gladly utilize shorts and escape the bane of the double bill, said Roy Cooper, head of the circuit which bears his name.

“I don't mean the occasional blockbusters,” Cooper added, “but sound and solid Grade A features. As it is now, when a moviegoer phones to ask what's playing that night, the inevitable next question is ‘What's the second picture? There seems to be no way out of the double bill, even if the lower half is inferior product.’”

Speaking of blockbusters, some houses actually double bill such features as “Ben Hur” and “Exodus,” according to George Milner of Fox West Coast Theatres.

“It's a matter of timing,” Milner explained. “When a big feature runs three and a half hours, the exhibitor can't start it at 7 p.m., which is normal in many rural situations for the nightly opening of the doors. That would seem to be a logical chance to utilize shorts, but for some reason the customers will show up oftener if the good big picture is preceded by almost any kind of another feature.”

A number of independent neighborhood houses in San Francisco reported that in the past several years the large number of shorts screened during the annual International Film Festival here appear to have stimulated interest among moviegoers. This year, during the festival, managing director Irving M. Levin scheduled a four-hour matinee program of shorts and charged no admission.

The Metro literally bulged at the seams that afternoon and some of it may have rubbed off on the confirmed neighborhood movie followers.

U-I Regional Meets Mark Anniversary

NEW YORK—To help mobilize the company's domestic distribution forces behind Universal's Golden Anniversary celebration during 1962 and the launching of the Presidential Sales Drive on Jan. 1 honoring Milton R. Rackmil, a series of four regional sales meetings has been set by Henry H. "Hi" Martin, vice-president and general sales manager, who will preside.

The meetings were set for the Hotel Summit in New York on Dec. 1 and 2, Joseph B. Rosen's region; at the Ambassador East in Chicago on Dec. 4 and 5, P. F. Rosian's region; at the Statler Hilton in Dallas on Dec. 7 and 8, R. N. Wilkinson's region; and at the Fairmont Hotel in San Francisco on Dec. 11 and 12, Barney Rose's region.

F. J. A. McCarthy, assistant general sales manager, was to accompany Martin to the New York and Chicago meetings, while James J. Jordan, circuit sales manager, will join Martin at the Dallas and San Francisco meetings.

Philip Gerard, eastern advertising and publicity director, was to outline advertising, publicity and promotion plans on the Golden Anniversary releases at the opening sessions in New York, assisted by Jeff Livingston, executive coordinator of sales and advertising; Herman Kass, executive in charge of national exploitation; Paul Kamey, eastern publicity manager and Jerome M. Evans, eastern promotion manager.

Jeff Livingston will also attend the other regional meetings, where he will conduct similar sessions on advertising and promotional plans on the Presidential Sales Drive and on forthcoming Golden Jubilee releases.

Participants in the meetings are branch managers and salesmen from the various exchanges.

British Tent Names Crew

LONDON—Without precedent, exactly 11 names were nominated for the 1962 Crew of the Variety Club of Great Britain at a Savoy Hotel dinner, and International European Representative C. J. Latta, who presided in the absence of Chief Barker Irving Allen, currently in America, decided that a ballot was unnecessary. All were elected unanimously on a show of hands. With elder-statesmen Jack Goodlatte, Mick Shipman, and Charles Forte not seeking reelection, Daily Mirror columnist Rex North, British Lion chief David Kingsley, artist's agent Felix de Wolfe, and press guy David Jones were elected for the first time. Reelected were Sam Eckman, Jr., A. J. Klein, Leslie MacDonnell, Billy Manning, C. Pearl, Clifford Jeapes, and Harry Woolf.

Later, Palladium Theatre czar Leslie Macdonnell was elected chief barker for 1962. Sam Eckman, Jr., is the new first assistant; Jack Klein, second assistant; Harry Woolf, property master; Clifford Jeapes, dough guy; and David Jones, press guy.

Cleveland Palace Changes Hands

CLEVELAND—The Palace is changing management in mid-January when Ferman and Ackerman, Rogel Theatres, Inc., New York City, will acquire its lease from New York realtors Silk and Hapern, who have operated it for two and a half years since Stanley Warner gave it up after the long showings of Cinerama subjects.

"Pocketful" Booked Solid In Cincy In COMPO Merchandising Plan Test

Circuits Ask Court Okay For Expansion

NEW YORK—Federal Judge Edmund L. Palmieri granted a petition to Stanley Warner Corporation to acquire the Carberry, Bristol, Conn., but the firm was enjoined from operating it until it has divested itself of the Bristol for non-theatrical use.

NT & T filed a petition seeking to acquire a new house in Fort Collins, Colo., to replace its Lyric, to be sold for non-theatrical use, and to acquire the Alvarado Drive-In, San Diego, from CineVista Corporation.

SBA Loans Easier, TOA Bulletin Reports

NEW YORK—According to a TOA bulletin, the Small Business Administration, without fanfare, has been making it easier, cheaper, and faster for theatres to secure loans.

The principal complaint by exhibitors since SBA loans were opened to motion picture theatres several years ago, was that loans were difficult and tremendously time-consuming to secure, and that many SBA branch and field offices were continually erroneously advising theatre-men that their business was not eligible.

A spokesman for John E. Horne, the new Administrator, said that loan applications by theatre owners will be considered for expansion, for conversion, for modernization, for debt consolidation, and in some instances, for working capital. Theatres grossing less than \$1 million a year are eligible, for loans up to \$350,000 for 10 years, at interest rates ranging from four to five per cent. The basic requirement is that theatres can apply only if they cannot secure the financing through normal banking facilities. The project must be appraised by the SBA as a sound business venture that offers "reasonable assurance for repayment."

Four loans have been approved by SBA recently: the Art-View Drive-In, Arkansas City, Ark., \$28,000; Hi-Way Drive-In, St. Clair, Pa., \$40,000; Windham Drive-In, North Windham, Me., \$15,000; and the Hancock Drive-In, Hagerstown, Md., \$100,000.

The TOA-SBA committee, headed by Philip F. Harling, stands ready to assist any theatre seeking SBA help.

Col. TV Unit Adds Two

HOLLYWOOD — Negotiations have just been concluded by Columbia-Screen Gems' commercial and industrial unit at the Gower Street Studio to add key personnel recently available when MGM-TV discontinued TV spot commercial and industrial film production as a policy move. First to make the switch from Culver City to the unit at Columbia headed by Joe Swavely and Richard Kerns are Elliot W. M. Bennett, former MGM industrial sales and promotion director, and Robert C. Bennett, creative director. Both will occupy similar positions with Columbia on the west coast.

CINCINNATI—Fifty-seven theatres in the Cincinnati exchange area have already booked United Artists' "Pocketful of Miracles" under the COMPO merchandising plan, it was revealed by Charles E. McCarthy, COMPO executive vice-president.

McCarthy said advices from Cincinnati were that there is a strong possibility that this number will be increased by eight.

The COMPO campaign is keyed off downtown first-run in the three major situations—Cincinnati, Dayton, Columbus. The 17 keys in the exchange territory are all booked. First engagement starts Dec. 21 in Cincinnati, with Columbus, Dayton, and the majority of the keys to start a week later. All engagements—first and subsequent waves—will have played off by end of January.

The "multiple runs" that follow the downtown first-runs in the three major keys play off in conformity with United Artists' distribution pattern.

Jack Haynes, general manager, Shor Theatres, and chairman of Central Exhibitors Committee that supervises the workings of the COMPO Plan in Cincinnati, states: "The circuit heads whose theatres are participating in the plan will without doubt go all out to give 'Pocketful of Miracles' the pre-selling campaign laid out by COMPO. I know some theatres juggled playdates to accommodate the picture.

"What makes it possible for the COMPO Plan to function," pointed out Haynes, "is the extent to which both exhibitors and distributors are cooperating in an endeavor to achieve better box-office results. The fact that the COMPO campaign operates 100 percent on the local level is another factor in its favor, for theatres that normally do not get advertising assistance can now afford to enlarge their local campaigns with the assistance of the distributors.

"I'm looking forward to fine grosses on 'Pocketful of Miracles,'" continued Haynes, "I'm optimistic that the first COMPO campaign in the area will prove itself, and that it will point the way to other distributors to follow United Artists' lead. We wouldn't like to lose momentum, now that we've started."

The second picture to be merchandised by COMPO in Cincinnati, reports Alec Moss, coordinator of the Plan, is "Bachelor Flat" from 20th-Fox. This is scheduled to start Jan. 17.

Honors For "West Side"

LONDON—After seeing only three films, the viewing committee under Lord Radcliffe unanimously decided on the selection of United Artists' "West Side Story" for the 16th Royal Film Performance in aid of the Cinema Trade Benevolent Fund at the Odeon, Leicester Square, on Feb. 26. The Queen, who saw the stage show, will attend the performance for the first time in four years. The Odeon will install 70mm equipment for the occasion, but on the following day, the Leonard Bernstein musical will open its normal London run at the Astoria on a hard ticket basis.

WB Declares Dividend

NEW YORK—The board of directors of Warner Bros. Pictures Inc., declared a dividend of 30 cents per share on the company's common stock, payable Feb. 5, 1962, to stockholders of record Jan. 12, 1962.



LONDON Observations

by Jock MacGregor

THINGS ARE looking up. Last week it was the re-opening of the Odeon at Woking. On Sunday, Associated British re-opened the ABC at Catford in South London, the 11th new or completely modernized theatre in their current development program, as contract star Richard Todd was proud to announce. This was a gala occasion in every sense of the word, and Bill Cartlidge welcomed as distinguished a star line-up as graces most West End premieres.

This, incidentally, is a theatre which very nearly was no more! As the Plaza it was not one of ABC's proudest possessions. It had stood as a place of entertainment for more than 50 years. Its days were numbered, but somehow it was never closed. Then other halls in the district closed and business began to build. The ABC boys revised their thinking, and the extent of the modernization can best be gauged by the fact it took six months to complete.

To the Mayor must go credit for the crack of the evening. In declaring this 950 seater re-opened, he re-called how in his "courting days," before ABC took over, the theatre was called the Central Palace, and added slyly, "It was neither central nor a palace." The opening attraction, "Breakfast at Tiffany's," was magnificently received, and it was seemingly devotion to duty for Paramount's Fred Hutchinson and publicity chief Jack Upfold to spend their Sunday seeing it for the umpteenth time. It was nothing of the sort. They enjoyed every minute of the evening.

A big round of applause greeted the Pathe News which presented in Technicolor similar scenes of the Queen's Ghana tour to those seen by many in the audience on BBC TV during the afternoon, in black and white, of course. The speed and quality of those color coverages, which add enormously to these spectacular tours, are bringing considerable prestige and good will to the cinema.

IT HAS BEEN a full week for International Chief Barker Edward Emanuel. Since his arrival in London he has been wined and dined all the way and seen at first hand the work of the Variety Club of Great Britain. A highlight of the visit was the opening of the Haringay Boy's Club, which was followed by a dinner at the Mirabelle. On another night, elder statesmen honored Mr. and Mrs. Emanuel at a Savoy Dinner. . . . To John Davies goes credit for the quote (or is it the understatement) of the week, "Life is of a shorter duration in films." He was speaking at the 25th Anniversary lunch of Rank Laboratories (Denham), Ltd. Managing director Bill Harcourt, in replying to the toast proposed by Sir Keith Joseph, Minister of State, Board of Trade, commenting on the number of trade executives present who had started their careers at Denham and are now customers, gave the warning—"Be kind to the office boys."

Film Exchange and Dealer Listing for the MILWAUKEE FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• Film Distributors

- ALLIED ARTISTS, 720 W. State St.—BRoadway 3-7020
- AMERICAN-INT'L., 212 W. Wisconsin Ave., Suite 611—BRoadway 3-6285
Br. Mgr.: Ed Govin. Booker: Koy Bydolek. Emerg. Phone: BR 6-4682.
- BUENA VISTA (Disney), 212 W. Wisconsin Ave., Suite 1101—BRoadway 3-5111
Br. Mgr.: Frank Yablons.
- COLUMBIA, 212 W. Wisconsin Ave., Suite 1123—BRoadway 1-3351
Br. Mgr.: Harry Olshan. Soles: Dovid V. Chapmon. Booker: James Ascher. Coshier: Gertrude Levy. Emerg. Phone: EDgewood 2-6117.
- INDEPENDENT FILM, 212 W. Wisconsin Ave., Suite 408—BRoadway 3-6922
- METRO-GOLDWYN-MAYER, 736 W. State St.—BRoadway 1-4024
Br. Mgr.: John G. Kempfen. Office Mgr.: Hildogorde Albrecht. Soles: Harry Schlör. Booker: Arthur Heling. Emerg. Phone: None.
- PARAMOUNT, 212 W. Wisconsin Ave., Suite 1104—BRoadway 1-7340
Res. Mgr.: Howard A. Ross. Soles: Carl Lind.
- 20TH CENTURY-FOX, 1016 N. 8th St.—BRoadway 1-5710
Br. Mgr.: Jock Lorentz. Head Booker: Roy Schulz. Soles: Meyer Kohn, Morris Horwitz. Field Expl.: Louis Orlove. Emerg. Phone: EDgewood 2-6270.
- UNITED ARTISTS, 1137 N. 8th St.—BRoadway 1-6529
Br. Mgr.: J. H. Imhof. Office Mgr.: K. F. Siem. Sales: J. F. Dionne. Coshier: Esther Ohm. Emerg. Phone: Lincoln 3-0922.
- UNIVERSAL-INTERNATIONAL, 720 W. State St.—BRoadway 1-4080
Br. Mgr.: M. P. Holloran. Office Mgr.: Al Johncke. Soles: Sidney Turer. Booker: Ann Vishing. Emerg. Phone: EDgewood 2-6664.
- WARNER BROS., 212 W. Wisconsin Ave.—BRoadway 1-7550

• Supply Dealers

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Screen Gems' Income Up Over Last Year

NEW YORK—At its first publicly held annual stockholders meeting, Screen Gems, Inc., major television production and distribution firm, reported gross income for the first quarter of the fiscal year, the period July 1 through Sept. 30, of \$7,448,000, as against \$6,218,000 in the same 1960 period. Net income for the quarter totaled \$341,735, equivalent to 13 cents a share, based upon 2,538,400 shares outstanding. This compares with \$152,545, or six cents a share in the first quarter of last year for the same number of shares.

At the meeting, headed by A. Schneider, president, Jerome Hyams, vice-president and general manager, noted that the first quarter figures, as revealed by Leo Jaffe, first vice-president and treasurer, gave dramatic evidence to the theme of the first shareowners gathering: "Growth with Profit."

Despite the good first quarter earnings figures, it was noted for the benefit of shareowners that the nature of the television industry makes the second through fourth quarters by far the most productive from the standpoint of revenue. Since the major television season runs each year from October through June, the first July-September quarter does not reflect proportionately the earnings to be expected over the full year.

A recapitulation of fiscal 1961 figures showed that for the year ended July 1, the first in which the company enjoyed public participation in ownership, total income was \$55,821,052, compared to \$41,690,402 in the year ended June 25, 1960. Net income totaled \$2,665,371, equivalent to \$1.05 per share, compared with \$1,620,017 or 64 cents per share for the previous year.

Stockholders were also made aware of the firm's wide corporate diversification including the buy-out of Elliot, Unger and Elliot, Screen Gems' TV commercial production division; the organization of Audience Studies, Inc., a research subsidiary serving the entire industry; and the setting up of a broadcast subsidiary with total or part interest in WAPA-TV and WOLE-TV in Puerto Rico, subject to FCC approval.

The following directors were reelected: A. Schneider, Leo Jaffe, Jerome Hyams, William Dozier, A. Montague, Samuel J. Briskin, Alfred Hart, Louis J. Barbano, Donald S. Stralem, Leo M. Blancke, and John H. Mitchell.

Kasman Leaves Todd-AO

NEW YORK—Martin Kasman, formerly assistant treasurer for the Todd-AO Corporation, has recently joined the Grand Bahama Development Company, Limited, in the capacity of comptroller.

Watch for them!

NEXT!

Dallas Territory

Issue of December 13

Pittsburgh Territory

Issue of December 20

Save Them!

Second N.C. Theatre Admits Negro Students

CHAPEL HILL, N.C.—The Varsity on Nov. 27 announced a policy similar to that of the Carolina under which Negro students at the University of North Carolina will be admitted on an unsegregated basis upon presentation of proper identification cards.

The Varsity had been picketed for two weeks by members of the Chapel Hill Committee for Open Movies to All, which had stated that it intended to continue picketing until the Varsity "makes some offer."

Andy Gutierrez, manager of the Varsity, announced the new policy, which he said has been approved by the theatre management. He said one of the major stockholders in the chain that operates the house has returned from Europe, making possible a meeting at which the new admissions policy was approved.

Gutierrez said picketing had not affected business at the theater.

Decision to resume picketing of the Varsity, but not the Carolina across the street, was reached by the Committee for Open Movies after a negotiating committee had reported that the Varsity had taken no steps to integrate its audiences.

The committee previously had picketed both the Varsity and the Carolina since January but called off the pickets during the summer in order to allow the houses to negotiate without pressure. In August, the Carolina agreed to admit Negro students at the university who properly identify themselves, becoming what is believed to be the first house in the south to admit Negroes on an unsegregated basis.

Members of the committee in recommending resumption of picketing at the Varsity recently did not recommend more picketing at the Carolina because of relaxation of its policy. However, it is pressing now for the Carolina to admit wives, husbands, and children of the Negro students, as well as their "dates."

Neither the Varsity nor the Carolina has a balcony for Negroes and there are no other facilities for Negroes in the town.



The NEW YORK Scene By Mel Konecoff

LET'S TAKE the Twist, that frantic gyration known as the dance of today. Paramount has it. Columbia has it. UA has it to a degree. Paramount will have it courtesy of producer Harry Romm, who is presently putting together a feature called "Hey, Let's Twist," starring its alleged birthplace, the Peppermint Lounge, and one of its people, Joey Dee.

The compelling rhythmic movements that are appealing to old and young alike are being filmed at the Lounge and at the Pathe Studios on a four-week schedule. Romm reported that the film probably will have a 90 minute running time and will be ready for Dec. 22 bookings. He believed that it was the first time that a film has been conceived, written, shot, and processed in a total of six weeks. There is no set budget, with Paramount officials giving him the okay to spend as much as is needed.

Romm opined that Dee, who is under contract to him, will be a star in the not-too-distant future, and he should know, claiming to have seen the talent possibilities first in Marilyn Monroe and in Frank Sinatra. He claimed that his film will not be a series of musical specialties but that, rather, it will have a warm story. The picture had to be made in New York because this is where the craze originated, and he had words of praise for the technicians he worked with here.

Who knows but that the deal may have been finalized for Paramount to handle the film when Mr. and Mrs. Barney Balaban attended the Peppermint Lounge and took up the dance with ease and enthusiasm.

Columbia claims its twist rendition, "Twist Around The Clock," will be ready for Christmas bookings as well, and this features the "king of the Twist," Chubby Checker, and other "cool" youngsters.

UA reports that it has the Twist and Chubby Checker in its release, "Teenage Millionaire," which has already been playing off, and to take advantage of the demand, the company has ordered an additional 450 prints to be rushed to all its branches.

Twist, anyone?

A MATTER OF VARIETY: The annual election of canvassmen for the New York Variety Tent was held last week at a luncheon session at the Hotel Astor where chief barker Charles Alicoate reported that the membership now stands at 479, with 42 brought in over the past 12 months alone. He expected that another 100 newcomers would be added in 1962. The year also saw the addition of 58 barkerettes as auxiliaries, headed by Pat Steen, who have an active program planned for next year.

Youngsters were continually in the minds of the barkers, with crippled children being escorted to Madison Square Garden for sporting events; an orthopedic center for handicapped children set up in Hempstead on Long Island with 16 being enrolled and helped, while other such Variety-sponsored units will be set up possibly in Manhattan and Westchester. Other activities planned will bring in monies to further expand the child-help program.

The 11 canvassmen elected unanimously were Alicoate, Irving Dollinger, Bud Edele, Walt Framer, Salah Hassanein, Jack H. Hoffberg, Jack Levin, Robert K. Shapiro, Charles Smakwitz, George Waldman, and Harold Zeltner. These will later elect tent officers for 1962.

A new member, Abraham J. Gellinoff, who recently elected a judge of the New York State Supreme Court, was presented with a citation for his humanitarian efforts. Dr. Emanuel Rivici, who heads the local tent's heart project, the Institute of Applied Biology, which concerns itself with the treatment of cancer, was also praised for his efforts, and former chief barker Ira Meinhardt noted that over \$57,000 was contributed to this operation by the tent since 1957. Over \$12,000 has been raised over the past year via picture premieres and the efforts of contributing exhibitors and distributors was noted with thanks.

The tent's Night at Yonkers Raceway raised a profit of \$2,800; \$1,000 profit came in from football tickets donated by the N. Y. Titans; and another \$6,000 was raised for the American Guild of Variety Artists juvenile delinquency project from raffle tickets sold, with the prize drawings to be held in mid-January when the new slate of officers is to be installed.

Ed Lachman, who is handling travel and accommodation arrangements for members desiring to attend the forthcoming Variety Clubs International Convention next May in Dublin, Ireland, urged members to get their covering checks in to take advantage of the special rates available. In connection with this, British theatre owner Wyndham Lewis was on hand representing Britain's Tent 36, and he invited all attendees to his tent's welcoming dinner in London following the Convention.

Harvey Stone provided the day's entertainment.

ASIDE TO HENRY DANZIGER: Publicity releases we get, but the Louis Nizer epic we're still awaiting.



The Hon. Abraham Rosen, representing the City of Philadelphia, recently welcomed (from left to right) James Carreras, of London; Edward Emanuel, Philadelphia, International Chief Barker; and Jack Fitzgibbons, Toronto, Canada, International Representative, to the city for Variety Clubs International mid-winter meeting.

One-A-Day Showings Set For "Midsummer"

NEW YORK—Showcorporation announced that six Long Island and New Jersey first-run art theatres will present special Christmas holiday one-a-day showings of the American premiere of "A Midsummer Night's Dream," the new Cinemascope-Eastmancolor film starring Richard Burton.

This unusual version of Shakespeare's celebrated comedy-fantasy, animated in full dimension, will premiere at the Guild in

Rockefeller Center on Dec. 18 on a continuous run basis.

On the next day, and for the holiday period only (through Jan. 1), the following theatres will play "A Midsummer Night's Dream" one performance daily at 1 p.m.: in Long Island, the Cinema, Manhasset; Malverne, Malverne; Salisbury, Westbury, and New York, Huntington; in New Jersey, the Mall, Paramus, and Ormont, East Orange.

Iowa Theatres Protest End Of Yearly Contracts

SIOUX CITY, IA.—MGM is being criticized here for stopping its yearly contract deals. The action was said to have been taken after exhibitor complaints were heard that attempts had been made "to up film rental demands from previous terms."

A report issued by the former Allied unit on the meeting said, "It was pointed out that just a short time ago the distributors were pleading with exhibitors to sign yearly deals to cut distribution costs."

It was agreed that "the major problem that faces the small exhibitor today is the withholding of major product by the use of exorbitant film rental or the no-print gimmick by the distributors."

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CANADIAN Highlights

By Harry Allen, Jr.

PAID UP MEMBERSHIP in the Motion Picture Theatres Association of Ontario now stands at 289, including 30 drive-ins and 109 independents, according to the annual report presented by Arch Jolley, executive secretary. The report presented at the annual meeting at the start of a week of industry meetings in Toronto also reveals that 11 new members joined, but because of sale of theatres, closings, or change of ownership, the group lost 24 members. Jolley also reported that 26 municipalities in the province approved Sunday movies, and 13 others will vote on the question in elections in December. Information is being made available to exhibitors to assist them in obtaining a favorable ballot on the question.

Meetings with officials of the Provincial Theatre Inspection Branch has resulted in submission of several proposed changes in the Theatres Act. Unaccompanied children under 12 years of age can now be admitted up until 7:30 p.m. The Association also gained for its members \$1,170 for the showings of clips and trailers submitted by sponsors of recognized charitable organizations and Governmental Departments for showing on members' screens. The MPTAO charges \$5 per theatre in which trailers are shown. The MPTAO was also responsible for having one exhibitor obtain a loan from the Small Business Branch of the Federal Government through the Industrial Development Bank. In other activities, H. C. D. (Dick) Main was also responsible in aiding three members to obtain "new and more favorable contracts" with distributors.

JOHN J. FITZGIBBONS SR., president, Famous Players Canadian Corp., announced the addition of 1,000 subscribers for Telemeter's cable system in Toronto. Plans have been completed to construct pay tv cable facilities in an area adjacent to the Toronto suburb of Etobicoke, site of the pilot Telemeter operation. The cable extension, in the Mimico-New Toronto section, will bring number of subscribers to more than 7,000. Wiring is expected to be completed early next year.

AS MANY as 10 Famous Players theatres will be used to show closed-circuit viewings of the first heavyweight championship fight ever to be held in Canada. The fight between Floyd Patterson and Tom McNeely Dec. 4 in Maple Leaf Gardens is blacked out for a 100-mile radius around Toronto. Scale at the Gardens is \$50 to \$10. Showings of motion pictures will be suspended in the theatres which have been rented along with the use of their staffs to Teleprompter of Canada, a Caldwell firm directed by Bruce Emonson. Theatres included are in Quebec City, North Bay, Ottawa, Winnipeg, Regina, Calgary, and Vancouver. More are to be taken over if equipment can be made available. Also taking the fight will be Rediffusion and Cable TV, competitive Montreal community antenna systems, which are carrying the fight without charge to their subscribers, as are Famous Players' companies in Cornwall, London, Port Arthur, and Fort William, all in Ontario.

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Record Year Seen By Rackmil, Aboaf

PARIS—A record year for Universal both overseas and in the U.S.A. on the strength of product scheduled for released during the company's 50th anniversary celebration in 1962, was forecast by president Milton R. Rackmil as he concluded the first in a series of three European sales meetings here, which he is conducting with vice-president and foreign general manager Americo Aboaf.

With such pictures as "Flower Drum Song," "Back Street," "Lover Come Back," and "The Outsider" ready for world release, U-I is in its most favorable position in years, Rackmil said.

The flexibility and adaptability of Universal in both production and sales—a goal for which he is continually aiming—is now paying off in the form of pictures which are in the forefront of production trends and a world organization which can rapidly gear its sales and promotion activities to the specialized needs of the local situation, he continued.

"Although Universal will be celebrating its 50th anniversary in 1962 and is the oldest company in the industry, we are young and aggressive in our techniques. I feel this new enthusiasm which our people are demonstrating being reflected throughout the entire industry," Rackmil concluded.

Aboaf expressed his great confidence in U-I product for the Anniversary year and confidently anticipated a 20 to 25 per cent increase in global grosses for that period.

He further stressed the need for individual and specialized handling of each separate production.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September), it is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined, the every second week yellow paper SERVICE INDEXES to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen. Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



SECTION TWO DECEMBER 6, 1961
VOL. 66, NO. 26

BUENA VISTA

Babes In Toyland

NOVELTY
105M

Buena Vista
(Technicolor)

ESTIMATE: Fine show for the younger set, has Disney magic.

CAST: Ray Bolger, Tommy Sands, Ed Wynn, Annette, Henry Calvin, Gene Sheldon, Tommy Kirk, Mary McCarty, Kevin Corcoran, Ann Jillian, Brian Corcoran, Marilee and Melanie Arnold. Directed by Jack Donohue; a Walt Disney Production.

STORY: Mother Goose (Mary McCarty) arranges for a celebration to take note of the forthcoming marriage between Tom Piper (Tommy Sands) and Mary Contrary (Annette). Villainous Barnaby (Ray Bolger) hears that Annette is to come into a large sum of money and determines that she shall not marry Sands. He hires Henry Calvin and Gene Sheldon to get rid of Sands and also to steal Annette's sheep. Instead of killing Sands, they sell him to a gypsy band, hoping to make more money this way. When Annette receives the news, she still refuses to wed Bolger. When the sheep disappear, her financial picture looks bad and she is forced to agree to marry Bolger. The children meanwhile go in search of the sheep. During the celebration of the betrothal, Sands reappears disguised as a gypsy and exposes Bolger. Sands and Annette, reunited, go searching for the children in the forest of no return. They eventually catch up with them and all work their way into Toyland, presided over by head toymaker Ed Wynn. He is in trouble because he can't turn out enough toys to meet the Christmas deadline, and the youngsters pitch in and help. Bolger shows up to grab an invention which reduces things, and he turns it on Wynn, Sands, Calvin, and Sheldon. He uses it to force Annette to agree to marry him with the ceremony to be performed by Wynn, who is also the local mayor. Before the ceremony can be completed, Sands turns the tables on Bolger. Sands and Annette will now be wed.

X-RAY: Walt Disney has turned all of his creative genius on this subject, and what emerges is particularly fine and effective entertainment for the youngsters and for the family, where adults don't mind a fairy tale type of plot and production. It's colorful and generally amusing with the technical work good. The performances are effective, and direction and production are fine. It should make a suitable and rewarding attraction for holiday periods. The kids won't let their parents rest until they see this one. The screenplay is by Joe Rinaldi, Ward Kimball, and Lowell S. Hawley, based on the operetta by Victor Herbert and Glenn McDonough.

TIPS ON BIDDING: Higher rates.

AD LINES: "A Wonderful Motion Picture Treat From The Walt Disney Studios"; "Great Family Entertainment"; "It's Gay . . . Light And Funny . . . It's From Walt Disney."

Complete back seasons of these pink reviews sections are available to subscribing theatres at 52¢ per set.

MGM

The Colossus Of Rhodes

MELODRAMA
128M

MGM
(SupertotalScope)
(Eastman Color)
(Made in Spain)

ESTIMATE: Lavishly produced entry has plenty of action.

CAST: Rory Calhoun, Lea Massari, Georges Marchal, Conrado Sanmartin, Angel Aranda, Mabel Karr, Jorge Rigaud, Roberto Camardi, Mimmo Palmara, Felix Fernandez, Carlo Tamberlani, Alfio Caltaviano, Jose Maria Vilches, Antonio Casas, Yann Larvor, Fernando Calzado. Executive producer, Michele Scaglione; directed by Sergio Leone.

STORY: A mighty statue is erected in the harbor of the island kingdom of Rhodes to protect the nation from its enemies. The people of Rhodes are ruled by a tyrant whose prime minister, Conrado Sanmartin, is plotting to turn the island over to the Phoenicians so he can rule with them. The people are led by Georges Marchal, who informs visiting Greek hero Rory Calhoun of their plight. Calhoun assists the rebel forces, and aided by an earthquake that tumbles the Colossus into the sea and prevents the Phoenician ships from reinforcing their garrison, the forces of good triumph. Rhodes, assisted by the might of Greece, will remain free, and Calhoun has found love and will remain in Rhodes to rebuild.

X-RAY: Some of the scenes in this action-filled, overlong entry are as spectacular as those in any film. The Colossus itself is impressively mounted, and battle sequences abound with good action. There are also scenes of arena action that are spectacularly handled as well. Performances for the most part are dubbed into English, but dubbing is well done. The length of the entry may be a disadvantage in setting up the program since a lack of name values exists, but play up the spectacle and action, and fans won't be disappointed. Production values generally are lavish, and as long as the film concentrates on battles and other spectacle, it holds interest. This one is big in all ways but cast, so exhibitors would do well to concentrate their pitch in these directions.

AD LINES: "A Monster Statue Of Bronze . . . Twenty Stories Tall . . . Astride The Great Harbor Of Rhodes"; "It Towers Over Every Screen Spectacle In Blazing Color."

20th-FOX

Bachelor Flat

COMEDY
91M

20th Fox
(CinemaScope)
(Color by Deluxe)

ESTIMATE: Amusing comedy.

CAST: Tuesday Weld, Richard Beymer, Terry-Thomas, Celeste Holm, Francesca Bellini, Howard McNear, Ann Del Guercio, and Roxanne Arlen. Produced by Jack Cummings, directed by Frank Tashlin.

STORY: American women, it is said, go for British men, and the female students are no exception at a California college where Terry-Thomas is a professor of archaeology. He is the center of attraction among the femmes. He also becomes engaged to Celeste Holm, a designer who is on a trip abroad, and he rents her beach house. Holm has neglected telling him that she was married and has a 17-year old daughter, Tuesday Weld. The latter comes home from school and is confused by the presence of Thomas. She realizes her mother must have neglected to tell him about her and keeps her identity secret. She and Richard Beymer, a college student neighbor in a trailer, become romantically interested in each other while the professor battles romantic entanglements on the classroom and neighbor front. By the time the hijinks are over, everything has been ironed out, with the various romances in order to the satisfaction of all concerned.

X-RAY: This lightweight concoction could provide a number of laughs for audiences seeking something frothy and amusing. The viewers young in body have Tuesday Weld and Richard Beymer and an assortment of slick chicks; the older folks have Terry-Thomas and Celeste Holm, while the pet lovers have a dachshund who steals many a scene. The story is fair, and the acting, direction, and production are average. Terry-Thomas, who has been the comic hit of many a British film, performs similarly here. The entry should make up okay as part of the show. The screenplay is by Frank Tashlin and Budd Grossman, based on a play by the latter.

TIP ON BIDDING: Higher program rates.

AD LINES: "Every Female Student Had a Yen For Teacher Terry-Thomas"; "They All Wanted to Stay After School With This Teacher"; "The Funny Story of a Teacher and His Students"; "All the Gals Had a Crush on the Prof."

UNITED ARTISTS

Gun Street

WESTERN
66M

United Artists
(Harvard)

ESTIMATE: Average western.

CAST: James Brown, Jean Willes, John Clarke, Med Flory, John Pickard, Peggy Stewart, Sandra Stone, Warren Kemmerling, Nesdon Booth, Herb Armstrong, Renny McEvoy. Produced by Robert E. Kent; directed by Edward L. Cahn.

STORY: An escaped convict returns to a small western town and wages a reign of terror. Marked for death are the doctor, John Pickard; his wife, Peggy Stewart, to whom the killer was formerly married; and Herb Armstrong, responsible for sending him up. Sheriff James Brown and deputy John Clarke head a posse to track him down in the desert. He is found dead of wounds inflicted by a prison guard who tried to prevent his escape. Brown resigns and heads west with Jean Willes.

X-RAY: This is a routine western written by Sam C. Freedle. There is plenty of the usual action, and it has been nicely enacted, directed, and produced. While not offering

anything new, it will still fill the lower half of a double bill nicely.

AD LINES: "All The Terror Of A Killer Hunt"; "All The Fury Of The Old West. . ."

One, Two, Three

COMEDY
108M

UA

(Panavision)

(Filmed in Germany)

ESTIMATE: Very funny entry should be crowd-pleaser.

CAST: James Cagney, Horst Buchholz, Pamela Tiffin, Arlene Francis, Lilo Pulver, Howard St. John, Hanns Lothar, Red Buttons. Produced and directed by Billy Wilder.

STORY: James Cagney is the ambitious and aggressive manager for Coca Cola in West Berlin, where he lives with wife Arlene Francis and their two children. He has a deal to get Coca Cola behind the Iron Curtain into Russia, but home office executive Howard St. John calls him to discourage this, as well as to ask him to keep an eye on his daughter, Pamela Tiffin, who is being sent on a visit to discourage romantic entanglements at home. This upsets plans of Francis to go on a vacation and Cagney's plans for some extra-curricular work with his attractive secretary, Lilo Pulver. Tiffin spends several months, after which Cagney discovers that she has been married for six weeks to Horst Buchholz, handsome, unkempt, and a rabid Communist who lives in the Russian sector. Cagney sees his future with the company going up in smoke, especially if Buchholz follows through with his plans to take Tiffin with him to Moscow where he intends going to school. Cagney frames Buchholz into getting arrested by the Red police. When Tiffin is revealed to be pregnant, Cagney has to get him released. Pulver's charms are essential here, and they make good their escape. Cagney forces Buchholz to change his mind about going back to Russia and hurriedly clothes and trains him. He even gets him a fancy background as St. John and his wife are on their way for a visit. Buchholz is given a job with the local bottling plant. St. John is won over by the young man, and Cagney has done such a good job that St. John decides to promote Buchholz to the London office, a job Cagney coveted. The latter is promoted to the home office in Atlanta, which makes Francis happy as she is tired of traipsing the world over.

X-RAY: A sneak preview audience howled and howled, drowning out much of the dialogue as a rip roaring good time was had by all with the aid and assistance of good old Coca Cola. Although the subject of east versus west in present-day Berlin is not a comic one, still expert manipulator Billy Wilder has come up with some angles, people, and situations that are humorous. In fact, the team of Cagney and Coca Cola is unbeatable. The veteran actor is a dynamo of comic contortion, and conversation and fine support is ably forthcoming from the others in the cast around him. Direction and production are superior. Where audiences are out for a good time, they'll go for this and find one. The screenplay is by Billy Wilder and I.A.L. Diamond, based on a play by Ferenc Molnar.

TIPS ON BIDDING: Higher bracket.

AD LINES: "'One, Two, Three'—The Pause That Refreshes"; "Fast and Furious Fun The All-American Way In East And West Berlin."

WARNERS

The Roman Spring of Mrs. Stone

DRAMA
104M

Warners
(Technicolor)

ESTIMATE: Interesting, off-beat drama.

CAST: Vivien Leigh, Warren Beatty, Coral Browne, Jill St. John, Jeremy Spenser, Stella Bonheur, Josephine Brown, Peter Dyneley, Carl Jaffe, Harold Kasket, Viola Keats, Lotte Lenya. Produced by Louis de Rochemont; directed by Jose Quintero.

STORY: Actress Vivien Leigh decides to give

up her fading acting career and devote her full attention to her wealthy but ailing husband. En route to Rome for a vacation, he dies of a heart attack, and Leigh is left alone in Rome where she has a luxurious apartment. Old friends who see her occasionally, such as journalist Coral Browne, find that lethargy has set in as Leigh admits she has been drifting. Countess Lotte Lenya, who has a stable of handsome young men who cater to lonely middle-aged wealthy women, especially Americans, decides to bring Leigh out of her shell by introducing her to young and handsome Warren Beatty. Leigh pays little attention to him, but he persists and eventually succeeds in taking her to dinner and in making her feel wanted. She gives in to his romantic overtures and eventually admits that she is in love with him. She also allows him to move into her apartment. Meanwhile, Leigh notices that a young man continually hangs around, dogging her footsteps whenever she goes out. Lenya is not satisfied with the arrangement, since she is not profiting from it as is her custom. Leigh refuses to bow to Beatty's requests for large sums of cash, but she doesn't mind buying him expensive gifts. Leigh resents the attentions Beatty gives to American movie starlet Jill St. John, and eventually she has a fight with him, sending him and Lenya packing. She goes to the hotel where St. John is staying and sees Beatty, and she knows that she has lost him. Returning home, she notices the mysterious young man still hanging around, and she throws him the keys to the apartment and waits for him to come up.

X-RAY: Still another Tennessee Williams work is brought to the screen with its emphasis on the off-beat in drama and sex, and the result is an interesting film that should keep adult viewers fairly well engrossed in the story and its unfolding. It could have been edited down to a tighter outcome. The performances are good, with Leigh and newcomer Warren Beatty particularly effective, as is Lenya in the role of the evil matchmaker. Some fine scenes showing Rome in color are also included in the film. The direction and production are in the better category. As far as story content is concerned, there seems to be enough here to keep both men and women interested in the questionable means available to overcome the problem of loneliness as a person gets older. The screenplay is by Gavin Lambert based on the novel by Williams. The theme may well repel some, and the film is strictly for adults.

TIPS ON BIDDING: Higher rates in many situations, particularly where an effective campaign has been in order.

AD LINES: "You Can Buy The Answer To Loneliness If You Have Enough Money"; "Sex For Sale To The Right Bidder"; "The Side of Rome That Few People Know."

MISCELLANEOUS

Fear No More

MELODRAMA
80M.

Sutton Pictures

ESTIMATE: Confused mystery for duallers.

CAST: Jacques Bergerac, Mala Powers, John Harding, Helena Nash, John Baer, Ann Carroll, Robert Karnes, Peter Brocco, Peter Virgo, Gregory Irvin. Produced by Bernard Wiesen, directed by Earl Durham.

STORY: Mala Powers is sent on an errand by her boss, John Harding, from Los Angeles to San Francisco. She finds a dead woman propped up by the window of her compartment, and is confronted by a male stranger, who menaces her and hits her on the head with a gun. When she comes to, Powers finds herself a prisoner of detective Robert Karnes, charged with murder. Knowing Karnes won't believe her story since she has a record of once being in a mental institution, Powers leaves the train at its next stop with Karnes, but makes a break when she sees the stranger who struck her watching from a window. She runs through the train yards, escaping Karnes, but running into

motorist Jacques Bergerac. She begs him to take her back to Los Angeles. He doesn't believe her story but takes her back to her apartment. She finds boy friend John Baer, whom she had permitted to use her apartment while she was away, dead. The stranger from the train comes out of her bedroom, and Powers runs in panic to Bergerac. He isn't quite satisfied with her story, but intrigued, agrees to accompany her to Harding's apartment the next day. Harding later divulges himself as brains in a near perfect murder scheme involving his wife and other associates.

X-RAY: With screen play by Robert Bloomfield, this meller is pretty much chase technique, but holds the interest well. There is an abundance of characters, even though some prove most confusing. This has been given nice enough production and who-done-it fans will find all of the elements present. The little known players perform their chores well.

AD LINES: "Possessed! Obsessed! Pursued! Few Have Ever Plunged Into Such Icy Terror"; "Pursued By A Past, Menaced By A Terror."

Force Of Impulse

MELODRAMA
84M.

Sutton
(III Task)

ESTIMATE: Teen-age meller for duallers.

CAST: Robert Alda, J. Carroll Naish, Tony Anthony, Jeff Donnell, Jody McCrea, Brud Talbot, Christina Crawford, Kathy Barr, Teri Hope, Paul Daniel, Lionel Hampton. Produced by Peter Gayle; directed by Paul Swimmer.

STORY: Tony Anthony, 17-year-old grocery boy for his father, J. Carrol Naish, becomes the hero of the high school football game to the delight of everyone, including Teri Hope, wealthy and sexy class-mate. She makes a play for Anthony, although her parents, Robert Alda and Jeff Donnell, prefer Jody McCrea, social equal. At a dance, Anthony has words with snob Tina Crawford, who delights in provoking him, and with McCrea. Anthony dares them to accompany him to his hot rod club, where his pals proceed to get McCrea drunk. This permits Hope and Anthony to go off alone after he loots his father's strong box containing savings for his college career. After a round of night spots to impress Hope, the adolescents wind up out on the beach for a passionate rendezvous. Hope breaks it off at the last minute, and the kids head back for the scene of Anthony's earlier triumph—the football field. Alda picks up Naish and they meet the kids at the stadium. They explain that the experience is not an end to everything but the beginning.

AD LINES: Produced on location in Florida, this has been economically made, but is enacted by a competent cast. The story is by Saul Swimmer and Tony Anthony, with screenplay by Francis Swann. It handles a teen age sex problem nicely even though it offers no solution, and certainly is not for children. Teri Hope can be sold as a new sex kitten.

AD LINES: "See What Happens When Young People Come Up Against The 'Force Of Impulse'"; "They Lived, Loved, and Plunged Into A Trap Sprung By Impulse."

FOREIGN

Das Dreimaederlhaus

DRAMA WITH
MUSIC
102M

Atlantic
(Agfacolor)
(German-made)
(English titles)

ESTIMATE: Pleasant interlude from the life of Franz Schubert.

CAST: Karlheinz Boehm, Gustav Knuth, Magda Schneider, Ewald Balsler, Johanna Matz, Helga Neuner, Gerda Siegl, Richard Romanowsky, Rudolf Schock, Helmuth Lohner, Erich Kunz. Written and directed by Ernst Marischka.

STORY: Karlheinz Boehm as Franz Schubert lives poor but carefree as he composes songs which gain popularity. He is anxious to compose more serious works inspired by Beethoven, whom he idolizes, and he starts to write symphonic music. His friends figure it will do him good to go out more and become romantically inclined, so they introduce him to Johanna Matz, one of three daughters of Gustav Knuth and Magda Schneider. He falls in love with her, and while she adores his music, she is not sure whether she loves him or his friend Rudolf Schock, a singer. She persuades her father to let her take piano lessons from Boehm. He writes a love song for her but is too shy to present it in front of her. He persuades Schock to sing it to her, and she declares her love for Schock, not knowing that Boehm wrote the song as his declaration of love. He winds up playing the organ for the wedding of his friend to the girl he loved.

X-RAY: This import showing an alleged bit of life of Franz Schubert as a young man is a pleasant and colorful film that could provide a measure of enjoyment for art house patrons, seekers of the German films, and those who might be fans of the composers and musicians of years ago such as Schubert and Beethoven. It's handsomely outfitted in color and with solid production values, while the cast is efficient and the direction is good. The screenplay is based on the stage play of the same name and a novel "Schwammer," by R. H. Bartsch. Some of the Schubert and Beethoven music is heard.

AD LINES: "Music From The Greats of Yesteryear"; "The Loves And Life of Franz Schubert"; "Music And Romance And Fun For Everyone."

Follow That Horse

COMEDY
80M.

Seven Arts
(British-made)

ESTIMATE: Moderately amusing comedy import.

CAST: David Tomlinson, Cecil Parker, Richard Wattis, Mary Peach, Dora Bryan, Raymond Huntley, Sam Kydd, George Pravda, John Welsh, Peter Copely, Cyril Shaps, Victor Brooks, Vic Wise, George A. Cooper, Alison Fraser, Tony Thawnton, Arthur Lowe, John Phillips, Guy Deghy, John Serret, Edward Dentith, Peter Collingwood, John Crewdson, Jonathan Clyde. Produced by Thomas Clyde; directed by Alan Bromly.

STORY: Happy-go-lucky civil servant David Tomlinson, with an eye for the girls, is assigned by the Minister of Atomic Energy, to escort a famed scientist to a London conference from a highly secret project. His attention is diverted by lovely Mary Peach, daughter of a race horse owner who lives near the project. The scientist is actually working for spies and is trying to escape from England. Cyril Shaps, the scientist, gets into the horse van being driven to the track by Peach instead of the one used by the spies for his getaway. He drops the highly secret documents into the hay, and the horse eats them. After the horse wins the race, it is sold at auction. Tomlinson learns what has happened and feverishly bids against the spies for the horse. He can't get proper authorization from his boss, Cecil Parker, and loses the horse. Now the spies try to escape, but Tomlinson and Peach dog their tracks. They at last catch up to them at an abandoned airport. They rescue the horse, the documents are safe, and the spies are arrested. Parker, trying to explain the security leak to Parliament, learns of Tomlinson's heroics with some disbelief but great relief. Tomlinson's future is assured, and so is his romance with Peach.

X-RAY: The British have their tongue firmly in their cheek again as they tell of their problems with spies, muddle-headed civil servants, bumbling military men, and the like. This unlikely tale of a horse who foils a spy ring has a fair quota of laughs and some amusing slapstick situations, culminating in a standard chase. The British have the happy knack of laughing at themselves, and the result has been a series of

such comedies. This shapes up as an average addition to this series, and should please devotees of British humor. It lacks name power, but art house patrons know what to expect and they won't be disappointed. Screenplay is by Alfred Shaughnessy.

AD LINES: "Follow That Horse . . . To A Happy Land of Laughter, English-style"; "Another Laugh Feast At The Expense Of British Civil Service . . . Bitingly Funny Satire As Only The English Can Present It."

The Kitchen

DRAMA
74M

Kingsley International
(British-made)

ESTIMATE: Interesting art house entry.

CAST: Carl Mohner, Mary Yeomans, Brian Phelan, Tom Bell, Howard Greene, James Bolam, Scot Finch, Gertan Klauber, Martin Boddey, Sean Lynch, Eric Pohlmann. Directed by James Hill; an A.C.T. Films Production.

STORY: Herein is told what happens in the busy kitchen of a large London restaurant. Among the kitchen staff are drama, love, jealousy, tension, dreams, and physical violence. A group of chefs, cooks, bakers, dish washers, and waitresses in the restaurant owned by Eric Pohlmann are seen preparing for mealtime. Things start out calmly and then reach the madhouse stage as mealtime reaches its peak. Afterwards comes relaxation until the next time, and it starts all over again. Cook Carl Mohner, who has been having an affair with married waitress Mary Yeomans, has a nervous breakdown and goes berserk, breaking much of the equipment. The kitchen and its routine comes to a halt to the bewilderment of Pohlmann, who wonders why his world has stopped. No one has a logical answer except perhaps that it's the way of the kitchen.

X-RAY: This is not the conventional feature with a well-rounded plot enhanced and detailed by meaningful characters. Rather it is an intriguing and sometimes absorbing explanation of what could go on behind the scenes of a large-sized restaurant. The characterizations are quite good, as are the direction and production, and it would seem to be well suited for the art house patron who is seemingly always on the look-out for something different. The screenplay is by Sidney Cole adapted from a play by Arnold Wesker.

AD LINES: "An Unusual Drama With A Really Different Background"; "The Film That Will Make You Pause The Next Time You Go Into A Restaurant"; "The Pot Boils Over With Drama, Intrigue And Suspense."

Les Liaisons Dangereuses

DRAMA
105M

Astor
(French-made)
(English titles)

ESTIMATE: Questionable import sells sex and more sex.

CAST: Gerard Philipe, Jeanne Moreau, Jeanne Valerie, Annette Vadim, Simone Renant and Jean-Louis Trintignant. Directed by Roger Vadim; produced by Les Films Marceau-Cocinor.

STORY: Gerard Philipe, in the diplomatic service, and his wife, Jeanne Moreau, have a mutual pact of sexual freedom and total truth to be related about their affairs. She is planning to leave her American lover, but when she hears that he is planning to propose marriage to young Jeanne Valerie, she arranges for Philipe to seduce Valerie. Meanwhile, Philipe meets Annette Vadim, a beautiful, virtuous young woman who is happily married. He falls in love. He is successful with Valerie and then discusses the seduction of Vadim with Moreau. He eventually is successful with Vadim. Moreau, feeling her position threatened, forces him to agree to the sending of a telegram to Vadim breaking off their relationship after Vadim has told her husband she wants to call their marriage off. Moreau, ending her pact with Philipe, also informs student Jean-Louis Trintignant, who loves Valerie but who wants to put off marriage until he is through with school, that Philipe had seduced her. Trintignant and

Philipe have a fight, and Philipe dies as a result, with the affair making all the papers. Moreau tries to burn incriminating letters showing her role in the affair. Her robe catches fire and she is disfigured. Sex will no longer be a game to her.

X-RAY: Sexual depravity among French socialities is offered here in abundance in conversation and in action. This import is mired in sensationalism. The subject of sex is discussed from start to finish, with ways and means to use it and abuse it thoroughly detailed. The situations may attract patrons who are so inclined, but it may also repel those with normal moral standards who are intrigued into purchasing admission. As for exhibitors, they should be warned that public reaction could be adverse, especially from individuals and organizations who are continually battling films that are suggestive and off-color. This particular entry is not suggestive. It is most direct in its dirt. It is morally non-conforming as far as American audiences are concerned to a degree seldom seen in the average motion picture theatre here. Whether or not the film can sustain a policy of roadshow presentations is something that the future will have to determine. The yarn for exploitation spots is interesting in its fashion and performances, with efficient direction and production. The screenplay is by Roger Vailland, Roger Vadim, and Claude Brule, inspired by the novel "Les Liaisons Dangereuses" by Choderlos De Laclos. This film has had its censorship difficulties even in France. It will have them here as well, it appears.

AD LINES: "The Film That Was Banned For Export By The French Government"; "An Unusual Experience In Film Going."

Purple Noon

DRAMA
115M

Times Films
(French-made)
(English titles or dubbed)
(Eastmancolor)

ESTIMATE: Well-made, interesting import.

CAST: Alain Delon, Marie Laporet, Maurice Ronet, Elvire Popesco, Erno Crisa, Frank Latimore, Bill Kearns, Ave Ninchi. Directed by Rene Clement; Produced by Robert and Raymond Hakim.

STORY: Alain Delon is a handsome, pleasure-seeking young opportunist, who possesses two talents, mimicry and forgery. He is promised five thousand dollars by a rich American industrialist if he can persuade his son, Maurice Ronet, an old school friend, to return home to San Francisco. Ronet promises to cooperate, but he's not in any hurry to do do. The two take a sail on Ronet's boat with the latter's fiance, Marie Laporet, and it is here that Ronet informs Delon that he doesn't intend to return with him. In addition, he badgers and needles the young man so that when the opportunity presents itself after Ronet has a fight with Laporet and she leaves the boat, Delon kills Ronet. He throws the body over the side and assumes his identity where he is not known. He switches photos in the dead man's passport and successfully emulates his manner and signature. He breaks off with Laporet by mail. One of the dead man's friends tracks him down and sees through the masquerade, whereupon Delon kills him. He arranges to make it look as though Ronet has killed his friend and has then committed suicide as the police actively enter the case. He assumes his own identity but is uncovered at the end when the body of Ronet appears, having been fouled in the propeller of the ship that is drydocked. The police take him into custody.

X-RAY: This import is a fascinating murder thriller that is a bit slow in getting started. Once it starts rolling, however, it goes into high gear with audience reaction and interest heightened accordingly. Said interest is well maintained. The story is well constructed, and performances, direction, and production are of high calibre. Art house audiences should most appreciate the end result. Attractive settings in color add to the effectiveness of the presentation. The suspenseful import is also available with English



EXPLOITATION

ACTUAL PROMOTIONS, accomplished by Experienced Theatremen, that can be applied with profit to many other Theatre Situations.

This special section is published every-second-week as a separately bound saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each such cumulatively numbered saveable section represents current submissions that have been judged by the Editorial Board as having the originality and ticket selling force to warrant placement in the 1961 SHOWMEN OF THE YEAR CONTEST (explanation elsewhere). It is recommended that theatremen save complete annual consecutively numbered files of these EXPLOITATION sections, and on the last page of each issue will be found a complete cumulative index for the year. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Pa.

DECEMBER 6, 1961

SECTION THREE
VOL. 66, NO. 27

Individual ACHIEVEMENT CITATIONS have been issued for each of these:

G | STUNTS-BALLY

NUMBER G44

The Kilts and the Bagpipes Help
THEATRE: Odeon-Carlton
ADDRESS: Toronto, Ont., Canada
MANAGER: Victor Nowe

We commenced our publicity campaign on "Tunes of Glory" by contacting the Commanding Officer of the Toronto Scottish Regiment to sponsor the Toronto Premiere of the film with the proceeds donated to the Easter Seal Campaign of the Ontario Society for Crippled Children. A dinner meeting was arranged at the Imperial Room of the Royal York Hotel for Lieutenant Colonel Robert Hilborn, the Commanding Officer of the Toronto Scottish Regiment, along with four other officers.

At this meeting we discussed all arrangements for the Premiere including publicity, promotion, radio, T.V., press, letters, mailing list, Scottish societies, sale of tickets, price scale and all particulars pertaining to the Premiere. The Premiere date was set for a Thursday, with all seats reserved at a \$2.00



Pipe Major L. DeLaspee piped members of the Scottish Regiment into the dining room of the King Edward Hotel at the beginning of Scottish Week luncheon arranged by Victor Nowe in connection with his showing of "Tunes Of Glory," Odeon-Carlton, Toronto, Canada.

price, and all tickets to be sold by officers and men of the Toronto Scottish Regiment. Tickets were printed six weeks in advance of the Premiere. Within a month's period all tickets were sold for the Premiere performance.

With the officers of the Toronto Scottish Regiment we then approached the Mayor of the city of Toronto, His Worship Mayor Nathan Phillips for a proclaimed Toronto Scottish Week. Within a week the Mayor endorsed our proposals and immediately all Toronto newspapers gave publicity to the Mayor's proclamation. In bold type and heading the Social pages the newspapers carried such copy as "Mayor Proclaims Scottish Week." Celebrations started off with a luncheon for regiment officers in the King Edward Hotel with His Worship the Mayor as host. At this luncheon, members of the Scottish regiment were piped into the dining area by Pipe Major L. De Laspee with many noted and distinguished guests at the head table with the host Mayor Nathan Phillips. The ceremony pertaining to the delivery and eating of the Haggis was the highlight of this luncheon. The haggis which is predominant at all Scottish feasts is a dish made of the heart and liver of a sheep, mixed with suet and oatmeal, seasoned and boiled in the stomach of an animal. The ritual of the drinking of the wine from the silver cup which is another custom of the Scots, was carried out by the Mayor, wishing "Good Health" to all guests who had assembled for the luncheon. The Mayor was delighted to hear of the Scottish Regiment and their Premiere performance celebrations for "Tunes of Glory" during the Toronto Scottish Regiment Week.

Holiday Movie Season Here Again
HERALD EXPRESS

Yule Shows Cover Wide Variety of Subjects

Los Angeles Examiner
HOLIDAY MOVIE SEASON
Theaters to Unveil 29 Films
By Harold Hirschbrand

Festival of five films nearly ready for release
BY JOHN L. SCOTT

WOMAN SPONGE OF MRS STONE

THE SECOND TIME AROUND

SUS HAWAII

WEST COAST STORY

PARADISE IN PARADISE

PARIS IN TOYLAND

REVISE AND CONSENT

THE BIRTH OF A NATION

THE GREAT ESCAPE

THE GREAT ESCAPE

All four Los Angeles newspapers, the Times, Examiner, Herald-Express and Mirror, recently came out with a full-page spread on the coming holiday season of new film product. Nine Hollywood studios and 26 pictures were mentioned in art and stories with the slogan "Holiday Movie Season Is Here Again." In addition to the downtown dailies,

the Hollywood Citizen-News, Beverly Hills Citizen, and Valley Times carried the special holiday salute to the film industry. Pete Latsis, National Theatres & Television, Inc., and Jack Case, Pacific Drive-In Theatres, worked with studio publicity directors in compiling the material and coordinating the assignment with the newspapers.

On Tuesday noon, The Toronto Scottish Regiment marched to the City Hall and was received by the Mayor. On this occasion the Mayor chatted with all officers, guests and the distinguished Pipe Major L. De Laspee, the Queen Mother's Piper from London, England. The Regiment were in their full dress uniforms and were at rigid attention as His Worship the Mayor inspected the Regiment on their arrival at City Hall. Crowds of people had gathered all along the main downtown streets and on the steps of the City Hall as the Toronto Scottish Regiment paraded and arrived at City Hall to be received by the Mayor. At the end of the Regiment parade a float bearing Theatre credit and play date of "Tunes of Glory" gave excellent coverage to the film. At this function the Mayor addressed the Regiment from the special stage platform at the City Hall. On stage with the Mayor were two City aldermen, Lt. Col. Robert Hilborn, Mrs. Phillips and the City Clerk. After the Mayor's address the Commanding Officer of the Regiment gave special announcements to the Premiere night for "Tunes of Glory" informing all those present of the highlights of the evening including the Theatre presentation, the press, radio and Television coverage for the Premiere. At the end of this City Hall luncheon the Mayor was presented with a gift on behalf of the Toronto Scottish Regiment. In the newspapers on Friday, a public notice was issued by the Mayor reading City of Toronto—Public Notice. "Toronto Scottish Regiment Week." To Commemorate the 40th Anniversary of the Toronto Scottish Regiment, which perpetuates the Mississauga Regiment and the 75th Battalion C.E.F., I, as Mayor of the City of Toronto, hereby designate March 26th to April 1st, 1961 as "Toronto Scottish Regiment Week" signed Nathan Phillips, Q.C., Mayor. The Globe and Mail, Toronto Star, and the Toronto Telegram all carried the Proclamation Notice along with special articles on the Premiere of "Tunes of Glory" taking place during Toronto Scottish Regiment Week.

A tie up was made with British Overseas Airways Corporation whereby we agreed to give B.O.A.C. special publicity and display space in our Theatre lobby, B.O.A.C. arranged transportation of the Queen Mother's Personal Piper Pipe Major L. De Laspee from Clarence House, London, England. All necessary arrangements were finalized and the Pipe Major agreed to come to Toronto to publicize "Tunes of Glory" in which he appears. The Pipe Major arrived at Malton Airport on Friday March 24th and was greeted by myself, officers of the Toronto Scottish Regiment, newspaper, radio, T.V. and representatives from B.O.A.C. On his first night in Toronto he appeared on the Television show 7:01 and was interviewed on a fifteen minute talk about his playing for the Queen Mother and his role in the film "Tunes of Glory". On the following day he appeared on the Hamilton Television Show "Captain Andy" while on Saturday and Sunday he was guest on two more television shows and two more radio shows. The Pipe Major appeared in full dress uniform accompanied by a B.O.A.C. stewardess at all public functions arranged for him. He was guest at the Civic Luncheon held at City Hall and was received by the Mayor. A special banquet was held for him at Fort York Armouries and he was the guest of honour at various luncheons during the week. At all B.O.A.C. offices and in window displays we arranged special 30 x 40 and 40 x 60 standees giving credit to the Arrival of Pipe Major L. De Laspee via B.O.A.C. and the Premiere and play date of "Tunes of Glory." Air Travel Agencies throughout the city also co-operated by giving us counter and window space where we displayed window cards, stills and special streamers giving credit to "Tunes of Glory". At the Theatre a large display was set up in the main lobby of the Theatre featuring special Scottish posters with beautiful scenes and color stills of Scotland. Various tartans were used in the background with model air planes and a B.O.A.C. stewardess on duty every evening, giving information to patrons on B.O.A.C.'s air travel. A 30 x 40 poster gave credit to the



This provocative poster was used to herald UA's "Town Without Pity" when the United Artists picture played the Penn, Pittsburgh, Pa.

Pipe Major and "Tunes of Glory". On the Premiere night the Pipe Major and B.O.A.C. stewardess were photographed by the display. This photo was then used by B.O.A.C. in their monthly news booklet which is sent throughout the world. B.O.A.C. folders were available from the stewardess on duty and heralds on "Tunes of Glory" were also handed out in advance of our engagement.

The Premiere night of "Tunes of Glory" on Thursday, was a real Hollywood Style Premiere to Aid the Crippled Children. The Toronto Scottish Regiment formed their line of march at the Toronto City Hall which is located in the heart of downtown Toronto. From this point they proceeded with police escort up main Yonge Street covering a three mile route amid the lines of street observers who were anxiously waiting to hear the full Regiment Band and the Pipes and Drums. When the Regiment arrived in the vicinity of the Theatre, giant searchlights were focused on them while several searchlights were flooding the Theatre marquee, tower, front of house and entrance with dazzling illumination. As the Regiment approached the Theatre, they lined up in regimental order while the street was blocked off to traffic. Throngs of people filled the streets and sidewalks to listen to a fifteen minute programme of Band music played by the Regiment. Prior to the playing of the Band, all the distinguished guests including the Mayor, T.V. and Radio personalities, Major Generals, Brigadiers, the President of the St. Andrews Society and head executives of various Toronto Scottish organizations were escorted to their reserved seats in the loge section of the Theatre. After the Band programme had ended, the Regiment were then ready to enter the Theatre. As they entered the main front doors of the Theatre lobby, playing the Pipes and Drums, the Theatre lobby was filled with observers who were thrilled with the sound of the Bag Pipes and the complete excitement of the Premiere proceedings.

After the Regiment left the main Theatre lobby they paraded right into the Theatre Auditorium, going up and down all four aisles playing the Pipes and Drums while the capacity audience rose to their feet and greeted the colorful players with tumultuous applause. After parading up and down the aisles the Regiment formed in front of the Theatre stage and played a group of numbers to the enthusiastic audience. This prelude of Scottish music and uplifting sound

of the Pipes and Drums gave the audience a great thrill, and prepared them for the Scottish atmosphere of the film "Tunes of Glory" which they had come to see. When the Regiment concluded playing, Lt. Col. Robert Hilborn, Commanding Officer of the Toronto Scottish Regiment commenced the stage proceedings by thanking everyone who had been so kind and generous in making the Premiere of "Tunes of Glory" such a success. The President of the Ontario Society for Crippled Children and the crippled youngster "Timmy" were presented with a \$1600.00 cheque before the capacity audience. Pipe Major L. De Laspee was the guest of honour on stage and played a bag pipe number for the audience. The presentation of the film "Tunes of Glory" then followed. At the conclusion of the programme radio commentators were on hand to receive patrons remarks on the Premiere and the film. Their comments were taped and played on three radio programmes later in the evening, and on the following day. Patrons and guests at the Premiere were invited to meet the Regiment officers and men in the Theatre Art Gallery after the performance. A special exhibit of Scottish Regiment portraits and paintings were on display in the Art Gallery during the entire run of "Tunes of Glory." A color portrait painting of the Queen Mother created exceptional interest from patrons and gallery visitors throughout the three week run of the film. The Premiere performance gave us wonderful newspaper, radio and Television coverage. From this excellent publicity we opened our engagement to capacity business with Standing Room Only on the Friday and Saturday of the first week. Comments from patrons at the Premiere were excellent and they remained the same during the entire engagement.

Various displays were used in advance at the Theatre on "Tunes of Glory." In the main lobby a large overdoor display banner measuring 25 feet in length gave full credit to the title and special mention to Alec Guinness and John Mills for their Academy Award and Best Actor performances. A nomination banner for "Best Screen Play" in the 1960 Academy Awards was displayed at the base of the banner. Brilliant colored tartan gave added effect to this "Tunes of Glory" banner. In the main front window in advance we used a full scale window with color portraits of Guinness and Mills.

The title of the film was painted in Scotch plaid lettering. On the Premiere Night we covered the top section with a "Sold Out Sign" and credit to the sponsor "The Toronto Scottish Regiment".

At the front of house in advance of our opening we exhibited a special letter written by the Mayor to the Toronto Scottish Regiment. This letter was blown up and mounted on a 48 x 72 standee with copy over the top. The copy was changed for the premiere night. The letter attracted much attention and this was good public relations for the Theatre. In advance we had two sentry boxes placed on the grand stairway in the main lobby with dressed mannequins placed in front of the sentry boxes during the day hours. At night two men from the regiment were on duty in full dress. A 22 x 28 portrait card gave credit to the film, while colorful tartan material was used as a centre piece background. Near the box office a portrait of Her Majesty the Queen was decked with tartan material. A front of house standee on Premiere night with the "Sorry Sold Out" sign was another good selling point for "Tunes of Glory." During our three week run Sentry Boxes were also placed at the Theatre front in the evening hours with a member of the Regiment on duty in full dress uniform. To give colorful and proper Scottish flavour to our engagement both in advance and current, we promoted hundreds of yards of tartan material from the T. Eaton Company, to deck our Theatre lobby, foyer, grand stairway, Art Gallery and Candy Bars in a fashionable manner. The lower walls of the grand stairway were all draped with beautiful tartan materials. Colorful stills of the Scottish Regiment and from "Tunes of Glory" were placed on the tartan trimmings. In the main

Candy Bar varied tartans were hung on the 25 foot mirror with a Scottish crest placed in the centre. The Candy Sales girl wore a red Scottish plaid jacket. In the Art Gallery plaids and tartans were draped on all the display boards and in the foyer an array of tartans captured the eye as soon as the patron entered the main Theatre lobby. All Theatre displays were made more effective with the use of promoted plaids and tartans.

A record tie up was made with various music stores in the city featuring the "Tunes of Glory" long play recording and a wide selection of Scottish music on their very colorful labels. War songs throughout history which were basically tunes of glory were given wide promotion in window and store displays. Songs such as "When Jonny Comes Marching Home", "The Marseillaise", "Over There" and "Praise the Lord and Pass the Ammunition" were among the songs which were used.

Special Window cards, record jackets, window streamers, stills and blow ups of Guinness and Mills were used to dress up the windows of the music stores. A Radio disc jockey contest invited listeners to send in their longest list of "Tunes of Glory" hits. The contest winner received three long play records along with guest tickets to see "Tunes of Glory". At Michael's Record Department Store we used a full main window which was completely filled with every Scottish label they had available. Michaels carry all Scottish recordings and with the array of the colorful record jackets and albums, plus plaids and tartans, the Theatre credit for "Tunes of Glory" in a 40 x 60 streamer was a real selling piece away from the Theatre. On Michaels Sunday afternoon Radio programme on C.K.F.H. for three Sundays in advance of the film and three Sundays during our engagement, listeners were asked to send in the name of the Scottish tune played as the hit "Tunes of Glory" selection. A mantel radio and six long play recordings were the prizes offered by Michaels to the winners. Michaels also supplied Scottish music to the Theatre for prelude and intermission periods—and these recordings were played at all times in advance and during the run.

With the Sons of Scotland organization and the St. Andrews Society we arranged a special Scottish night which took place at St. Andrews Hall. Tickets were sold for the dance and a special card given to each purchaser announcing the "Tunes of Glory" prize to be given away at the Scottish Night Dance. Heather, freshly packaged Scottish shortcake, plaid ties and belts were flown in from Scotland and given as promoted prizes. Theatre tickets were also on the prize list. A 48 x 72 standee on "Tunes of Glory" was displayed in the dance hall and heralds were given to everyone in attendance. At the music stores where bagpipes, drums, etc. were sold, window cards and counter cards were used announcing the Scottish Night and an insert on "Tunes of Glory" was also displayed. Radio disc jockeys made free announcements of the Scottish Night, always giving a plug to "Tunes of Glory".

Excellent newspaper coverage in advance gave us wonderful free publicity to "Tunes of Glory". In the Globe and Mail there appeared the Public Proclamation of Toronto Scottish Week, a scene cut of a lassie watching her father parade with the Regiment to the Premiere of "Tunes of Glory." Movie Reviewer Frank Morriss gave a special mention in his daily column, and the Society and Personal column carried news of the many distinguished guests being entertained at dinner on the night of the "Tunes of Glory" Premiere.

In the Toronto Telegram a large scene cut from "Tunes of Glory" with big caption "Regiment Sponsors Movie Premiere" along with a write up on the picture appeared on March 28th. On March 14th a big write up under "What People are Doing" and headed "Great Scottish Night—Kilts Will A'Marching Go" gave us good advance notice. On March 15th a special column on the Theatre page was headed "Toronto Scottish Sponsor Movie." On March 28th a scene cut featuring Major Moffatt addressing the haggis and launching

the Toronto Scottish Week and on March 29th Clyde Gilmour, the Toronto Telegram movie critic, gave an advance review of the film.

In the Toronto Daily Star free publicity included a write up under the "Social Whirl" with the caption "Mayor Proclaims Scottish Week", and a two column story headed "Hollywood Style Premiere to Aid Crippled Children." An article entitled "Scottish to mark 40 years with sponsorship of 'Tunes of Glory'," a special scene cut of Pipe Major L. De Laspee and the B.O.A.C. stewardess under the Star's daily column called "People" with bold letters reading "Pipe Major Leslie De Laspee is in town to participate in the Premiere of 'Tunes of Glory'".

We had wonderful co-operation in publicity, away from the theatre advertising, group sales and full promotional participation of every kind from the St. Andrews Society of Toronto, and eleven other well known Scottish groups. These groups included the St. Andrews Society of Toronto, Toronto Caithness Association, Toronto Northern Scots, The Clan MacLeod Society of Central Ontario, The Scottish Club of Canada, The Clan Campbell Association, Cairngorm Club, Clan MacPherson Association, St. Andrews University Club of Toronto, Order of Scottish Clans, Orkney and Shetland Society of Toronto and Clan MacMillan.

The extensive campaign executed on "Tunes of Glory" brought us excellent box office results and exceptionally fine public relations.

NUMBER G45

Italian Charity, Fiats, Models, Launch "La Dolce Vita"

THEATRE: Eckel

ADDRESS: Syracuse, N. Y.

MANAGER: Herbert I. Brown

For our recent "LA DOLCE VITA" engagement, arrangements were made with the Italian Community Home Federation to sponsor the opening night with proceeds going to their Community Building Fund. More than a thousand letters on special "LA DOLCE VITA" letterheads and envelopes were sent to the members of the Federation over the signature of the president of the club. This gave us access to a mailing list which would not ordinarily have been

available to us. Included with the letters were "LA DOLCE VITA" brochures which incorporated rave quotes and opening date copy.

One of the officers of the Federation was Mrs. Ferdinand Picardi who also has an Italian program on a local radio station WOLF and for a series of five weeks she plugged the picture and at the same time played portions of the RCA "LA DOLCE VITA" album. The newspapers, the Post Standard and Herald-Journal, gave us complete cooperation with a three-column cut and story on the benefit. Additional newspaper coverage was obtained as a result of a special preview screening held in Rochester at which Mario DeVecchi, the International representative of Astor Pictures was present.

We also tied up with the Syracuse Camera Club and phases of this arrangement included a beautiful display of prize winning photographs on one whole wall of our lobby. The area was taped off giving it the atmosphere of a real art gallery display and a 40 x 60 inviting all passers-by to step into the lobby to view it was placed out front. It created a great deal of interest and hundreds viewed the display both on their way into the theatre as well as at intermissions.

On opening night, all candid camera fans were invited to take pictures of three lovely models in front of the theatre. Permission was secured from the Police Department to section off an area in front of the theatre for this purpose. The girls posed on three new Fiat automobiles which were made available to us by a local Fiat dealer and, of course, attracted considerable attention. Incidentally, the Fiat cars were driven around the main streets the day before our opening and our opening day. Of course, they were well bannered with such quotes as "Enjoy the Sweet Life," "Drive a Fiat" and see "LA DOLCE VITA" etc. etc.

5,000 brochures were mailed 10 days before opening with names being used from a select mailing list. 250 window cards were placed in all sections of town with heavy concentration around Syracuse University.

When the fall college session started—about the third week of the engagement—a special type window card was placed in every fraternity house, sorority house and dormi-

(Continued on page EX-372)



Al Plough, manager, Stanley Warner Stanton, Philadelphia, used a horse-drawn truck for his street ballyhoo of 20th-Fox's "The Comancheros" on opening day. Following close-by were outriders on horses with "now showing" snipes on their backs. "Comancheros" hot dogs were handed out free at strategic points around the city by the costumed girls and chef "Little Oscar." Hal Marshall, Fox exploiteer, and manager Plough also arranged for 27 window displays.



Candid Camera Fans were invited to shoot these models riding in new Fiat automobiles as premiere bally on Astor's "La Dolce Vita," Eckel, Syracuse, N.Y.

COMPANY ASSISTS

WHAT LOOMS as possibly the largest and most extensive commercial tie-in campaign is shaping for Metro-Goldwyn-Mayer-Cinerama's presentation of George Pal's "The Wonderful World of the Brothers Grimm." To be released in 1962, 150th anniversary of the printing of the first Grimm collection of fairy tales, the film will have the advantage of numerous anniversary editions of the tales,

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some to be illustrated with color scenes from the picture. In addition to a specially boxed edition of music from the Robert Merrill score, there will be numerous recordings of the songs Merrill penned for the fairy tales. Negotiations have been launched to have special recordings by the Regensburg Boys Choir of Germany. It is also planned to have an American tour by this singing group which plays an important part in the film. In the toy line, puppet shows based on Producer George Pal's famed puppets, dolls, toy trains, and reproductions of the famed fairy tale characters to be seen in the film are being planned.

Clothing lines to exploit the quaint costumes of the era of 1812 in Germany as well as those which costume the fairy tale princesses are being designed, as are special lines of cosmetics, jewelry and shoes. Do-it-yourself paintings of scenes in Germany captured in the film will be put on the market, as will special art, particularly of the castles involved.

ITALIAN CHARITY

(Continued from Page EX-371)

tory in the entire University section supplemented with special "LA DOLCE VITA" brochures which would be of particular interest to the college students. This gave the engagement a tremendous impetus.

NUMBER G46

Dog Bally For Dog Pic

THEATRE: State

ADDRESS: Lebanon, Pa.

MANAGER: James E. Cole

When I played Walt Disney's "101 DALMATIANS" recently I used a contest and a gimmick which I think are worth mention.

The gimmick was a simple, yet an effective one. It consisted of a walking dog with a sandwich board giving credit and playdate. The walking dog, one of my ushers who stands 6' 3", went around town for a week prior to the opening of the picture and for the first week of the picture. He would walk in and out of the stores, along the streets and even around the two competition houses in town shaking hands with young and old alike inviting them to see the "101 Dalmatians". The response to this was terrific since, I was later informed, nothing like that had been done in years.

The contest was another attention getter and good will booster combined. I was able to promote a registered Dalmatian dog from Dick Snavely, a local business man. We made the contest simple, just fill out a coupon and mail it or bring it to the theatre. To keep it for the young no one over 15 years of age could enter.

THE NEW 1961 "Showman-of-the-Year" CONTEST

CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation, And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

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